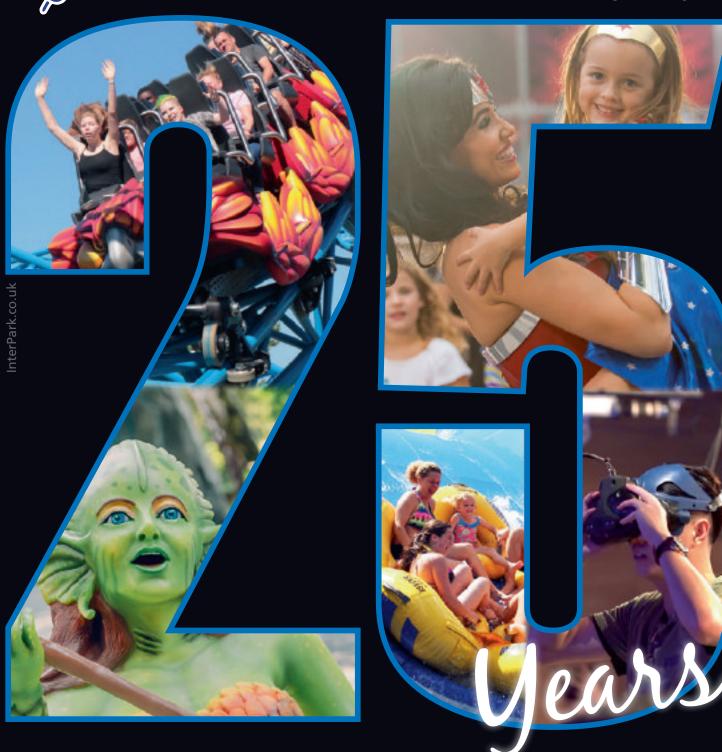
Finter Park

January/February 2020



InterPark marks its 25th. anniversary in 2020

Open to Question **Roland Mack**, **Europa-Park**

IAAPA Expo show reports

Park Life Rulantica, **Germany**



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BRASS RING



Celebrating InterPark's 25th. anniversary

Andrew Mellor Editor

2020 marks the 25th. anniversary year for InterPark and in this issue, along with all the news and feature articles we would usually include, we also talk to a number of industry representatives about how they view the past quarter century and the industry's development during this time, as well as various other areas of the business and developments within their own organisations.

It's been an enjoyable and fascinating journey to date. Although I started writing about the business a little over 40 years ago, my time with InterPark spans much of the past 25 years and I believe the magazine has become a leading and well-respected publication within the global parks sector. We work hard to report on this exceptional industry in a professional and balanced manner and those efforts have taken us all around the world as we look to cover the many different aspects of a sector that continues to grow and develop.

In the past quarter century it's had its ups and downs, like any industry would, but in more recent times things have been quite settled and the business has enjoyed what I feel has been a particularly buoyant period. Of course there will always be exceptions to the rule, but overall the industry is currently in a strong and prosperous position with new projects and developments of all shapes and sizes being regularly announced and subsequently opened.

This current success was reflected back in November at the annual IAAPA Expo in Orlando where once again record attendance figures were enjoyed, with over 42,000 total attendees coming to the expo and enjoying and benefitting from all that this amazing week has to offer (see our extensive show reports elsewhere in this issue of InterPark).

As companies, both public and private, continue to invest in the parks sector, without doubt one of the finest examples of this can be found at Europa-Park in Germany. Since opening in 1975 the owners, the Mack family, have constantly invested in their property, developing it into one of the most successful and highly visited theme park venues in the world. And again as we report in this issue, that investment and faith in their product was recently witnessed once more with the opening of a second gate at the site, the Rulantica water world, which debuted at the end of November.

Representing the largest single investment in Europa-Park's history, the indoor/outdoor water world is a stunning addition to the park and the Mack family and their team have clearly gone all out to create something special and different to any other indoor waterpark venue. The opening of a second gate, which now gives the park all year round operation, is a dream come true for Roland Mack and will ensure yet more success for this incredible, ever-growing venue.

I have visited Europa-Park on a number of occasions during the past 25 years, and indeed many years before that too, and it has been truly fascinating to see it develop over this time, as it has all the other parks and attractions I've been lucky enough to visit over the years. It is a fantastic industry to be involved in, unique in so many respects, and I'm sure that over the next 25 years, and more, we will see continued development and growth in many different areas.

Here at InterPark we will continue to do what we know best and look forward to reporting on and serving an industry that brings so many rewards to all those it touches.

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Supporters of:













Calendar

February 3-5 P

Saudi Entertainment & Amusement 2020, Riyadh International Convention & Exhibition Centre, Riyadh, SAUDI ARABIA

Contact: DMG Events Tel: +9 6612 6970 287 Email: marketing@

saudientertainmentandamusement.com www.saudientertainmentexpo.com

February 5-7 P

7th Events & Amusement Expo Tokyo, Makuhari

Messe, Tokyo, Japan

Contact: Reed Exhibitions Japan Ltd.

Tel: +813 3349 8510

Email: eventexpo.eng@reedexpo.co.uk www.eventexpo.jp/en-gb.html

February 13–15 P

Atrax '20. 8th International Amusement -Attraction, Park – Recreation Industry and Services Exhibition. Istanbul Expo Centre, Istanbul, TURKEY Contact: Tureks International Fairs co.

Tel: +90 212 570 63 05 Email: nergis@tureksfuar.com.tr www.tureksfuar.com.tr

March 12-14

RAAPA Expo 2020, Pavilion 75, VDNH, Moscow,

Contact: RAAPA, PO Box 74, Moscow, 129343,

RUSSIA

Tel: +7 495 234 5233 Email: raapa@raapa.ru www.raapa.ru

March Date to be confirmed P

CAE Beijing 2020, China International Exhibition Centre, Shunyi New Venue, Beijing, CHINA Contact: Lily Zhang, L&A International Ltd., 6 Penmere Grove, Sale, Cheshire, M33 4FP, UK

Tel: +44 (0)161 610 0022 Email: lily@leisureandattractions.com www.leisureandattractions.com

March 23–25 P

DEAL 2020, Dubai World Trade Centre, Dubai, UAE Contact: International Expo-Consults (IEC)

Tel: +971 4 3435 777 Email: deal@iecdubai.com www.dealmiddleeastshow.com

April 16–18

GTI Asia Taipei Expo 2020, A Zone, Hall 1, Taipei World Trade Centre, Taipei, TAIWAN Contact: Haw Ji Co. Ltd., 2F, No. 17 PaoChing

Street, SongShan, Taipei, TAIWAN Tel: +886 2 2760 740710

Email: gametime@taiwanslot.com.tw www.gtiexpo.com.tw/taipeien/

> The China Attractions Expo (CAE) Beijing 2020 takes place from March 21 to 23 at the China International **Exhibition Centre in Beijing**

May 10-May 12 P

2020 Asia Amusement & Attractions Expo (AAA), China Import & Export Fair Complex (Area A),

Guangzhou, CHINA

Contact: Tina Chang, Guangdong Grandeur

International Exhibition Group Tel: +86 20 2210 6418 Fax: +86 20 8257 9220 Email: sales@grandeurhk.com www.aaaexpos.com

May 18-20

AALARA 2020 Conference, Sea World Resort, Gold Coast, AUSTRALIA

Contact: AALARA, Suite 9, McDonald House, 37 Connor Street, Burleigh, Qld 4220, AUSTRALIA

Tel: +61 7 55207 717 Email: info@aalara.com.au www.aalara.com.au

June 9–11 **P**

IAAPA Expo Asia 2020, The Venetian Macao,

Macao, CHINA

Contact: IAAPA, 4155 West Taft Vineland Road,

Orlando, FL 32837, USA

Tel: +852 2538 8277/+1 321 319 7600

Fax: +852 2538 8908 Email: ExhibitSales@IAAPA.org www.iaapa.org/expos/iaapa-expo-asia

August 5–6

Fun Asia Expo, Hall D2, Jakarta International Expo Kemayoran, INDONESIA

Contact: PT. Fun International, Suite 430, Gedung Pusat Niaga, Arena Pekan Raya Jakarta, Kemayoran, Jakarta Pusat 10620, INDONESIA

Tel: +62 21 2664 5386 Fax: +62 21 2664 5385 Email: info@funasiaexpo.co.id www.funasiaexpo.co.id

September 9–11

GTI GUANGZHOU 2020, Area A, China Import and Export Fair Pahou Complex, Guangzhou, CHINA Contact: Haw Ji Co. Ltd./Game Time International Tel: +86 20 8126 9851

Email: gametime@taiwanslot.com.tw www.gtiexpo.com.tw/cncht/index.php

September 22–24 P

IAAPA Expo Europe 2020, ExCeL Exhibition Centre, London, UK

Contact: IAAPA, 4155 West Taft Vineland Road,

Orlando, FL 32837, USA

Tel: +43 2216 2915 / +1 321 319 7600 Email: ExhibitSales@IAAPA.org www.iaapa.org/expos/iaapa-expo-europe

October 17–19 **P**

CAE Shanghai 2020, Shanghai World Expo Exhibition & Convention Centre, Shanghai, CHINA Contact: Lily Zhang, L&A International Ltd., 6 Penmere Grove, Sale, Cheshire, M33 4FP, UK

Tel: +44 (0)161 610 0022

Email: katie.w@chinaattractionsexpo.org www.chinaattractionsexpo.org

November 11–12

Family Attraction Expo 2020, NEC Birmingham, UK Contact: 4 Colston Ave., Bristol, BS1 2NT, UK Tel: +44 (0)117 929 6087

Email: cary.frame@prysmgroup.co.uk www.familyattractionexpo.co.uk

November 18–20

MAPIC, Palais des Festivals, Cannes, FRANCE Contact: Reed MIDEM 27 Quai Alphonse Le Gallo, CS 10026 Boulogne, FRANCE

Tel: +33 179 71 95 15

Email: Daniela.jakovljevic@reedmidem.com www.mapic.com

November 17–20 P

IAAPA Attractions Expo, Orange County Convention Centre, Orlando, Florida, USA Contact: IAAPA, 4155 West Taft Vineland Road,

Orlando, FL 32837, USA Tel: +1 321 319 7600 Fax: +1 321 319 7690 E-mail: IAAPA@IAAPA.org www.iaapa.org/expos/iaapa-expo

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WORLD

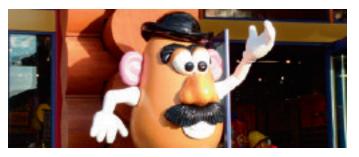
Galaxyland/Hasbro team up for first Hasbro theme park in Canada

GALAXYLAND at West Edmonton Mall (WEM) has teamed up with toymaker Hasbro to develop the first Hasbro theme park in Canada.

The Galaxyland powered by Hasbro theme park will feature a wealth of Hasbro brands, including Mr. Potato Head, My Little Pony, G.I. Joe, Play-Do, Monopoly, Nerf, Operation, Battleship and more. The iconic Hasbro characters will be brought to life in more than 25 attractions, rides and games. The theme park will also be home to retail outlets and themed dining facilities.

Matt Proulx, vice- president of location-based entertainment at Hasbro, commented on the new Hasbro-themed park, saying: "Galaxyland has been providing entertainment to locals and visitors from around the world for more than three decades and we're thrilled to bring a number of exciting rides and activities themed to many of Hasbro's iconic brands."

Construction of Galaxyland powered by Hasbro began in December 2019. The site is due to open at Canada's West Edmonton Mall in the winter of 2020.



Discovery Destinations teams up with Holovis

DISCOVERY Destinations, a supplier of location-based entertainment, has set up a strategic partnership with technology experience designer Holovis in a bid to take immersive experiences to the next level.

The collaboration is designed to bring new dimensions into the multisensory and immersive environments, as a means of informing, inspiring and entertaining guests through memorable experiences.

Holovis will be working on delivering bespoke, turnkey and scalable technical solutions for the likes of themed entertainment spaces, live shows, hotels, exhibitions and cruise ships. The tailored solutions will combine complex AV, emerging technologies and intuitive interactivity.

Heidi Pinchal at Holovis, spoke further about the aims of the new immersive technology. "We will also be looking at ways to extend and enhance the experience even further utilising our proprietary software suites such as HoloTrac. Guests are identified through a powerful attribute recognition engine and their personalised adventures are driven through modules including gesture and object recognition. This allows for frictionless and intuitive interaction with the space to enjoy non-linear narratives and experiences," she said.





Hologate launches new VR multi-player system

HOLOGATE, a world leader in the development of multi-player virtual reality systems, has announced the launch of a new VR experience, the Das Boot - VR Escape.

The innovative virtual reality system was showcased at IAAPA Expo 2019 in Orlando. The attraction will be rolled out around the world to Hologate Arena systems.

The Das Boot – VR Escape propels players on an immersive submarine experience centred on the much-loved TV series Das Boot.

Four players work together to take control of a German U-boat on a mission inspired by the critically acclaimed anti-war movie and Sky TV series. On the mission to intercept allied freighters in the Atlantic, the players' vessel and a friendly submarine are ambushed by British destroyers. The latter is badly damaged and participants must guide it back to safety.

On board the vessel, players can take the role of four different characters, namely the chief engineer, the watch officer, the commander and the helmsman.

Hologate's virtual reality turnkey systems are featured in more than 300 locations around the world, with more than five million players taking part in the VR games each year, making Hologate the largest network of VR multi-player systems.

Magic Memories announces sustained US investment and growth

MAGIC Memories, a world leader in the development of innovative experience capture, has announced it is experiencing sustained investment and growth across the United States, with a total of nine partners resigning with the brand during the last three months.

Among those re-signing with Magic Memories are Merlin Orlando, Jelly Baby, Houston Aquarium and the NASCAR Hall of Fame.

Magic Memories works with attraction sites and theme parks around the world, helping operators provide more engaging memories for their visitors both during a visit and afterwards.

The company's latest product, MyMemories, is designed to improve the digital experience of guests while simultaneously helping attraction resorts increase engagement and revenue. With the MyMemories platform, guests can access and purchase digital captures when they have left the attraction, thus enabling operators to interact with visitors for a longer duration.



WORLD

Geoff Chutter is Ernst and Young's Canadian Entrepreneur of the Year 2019

GEOFF Chutter, president and CEO of leading waterpark manufacturer WhiteWater, has been awarded Ernst and Young's prestigious Canadian Entrepreneur of the Year award. The high-profile awards attract more than 300 entries from across Canada each year.

Sharing every successful entrepreneur's characteristics of courage, vision and a tireless work ethic, Chutter has had a profound impact on WhiteWater's prolific growth. The company began in 1980 with one of Canada's first waterparks, progressing to become a leading international brand within the world of waterparks, employing over 600 people in offices in Dubai, Barcelona, Shanghai, San Diego, Vancouver and Denver.

Chutter, through a combination of strategic acquisitions and inhouse innovation, has developed a diverse product portfolio, enabling WhiteWater to create pioneering water attractions to cater for the requirements of individual waterparks and theme parks.

Lui Petrollini, EY's assurance partner and the EY Entrepreneur of the Year Pacific programme director, commented: "Geoff's and WhiteWater's entrepreneurial ride towards being crowned the EY Canadian Entrepreneur of the Year is truly an inspiring, 'feel good' story. It's one thing to be acknowledged for entrepreneurial achievement, it's another to be acknowledged in a sector that supports family values by enabling dreams to come true and lasting memories to be made.

"Becoming the largest global designer and the biggest manufacturer of waterpark products is no small feat. It's taken Geoff and WhiteWater years of dedication to their business, product mix and customer base to achieve this global reach and success," Petrollini added.



NEWS IN BRIEF

US A new attraction, an indoor play area, has opened at Legoland Florida Resort. Known as the Florida Prepaid Schoolhouse, the play area is designed for younger visitors to explore learning and experiment with different careers. The attraction features a stage, Duplo brick play areas, school-themed play equipment and a touchscreen, where children can play around with letters and numbers and explore future careers. Guest can also take part in a fun photo-op outside of the schoolhouse, which is located in Duplo Valley. Youngsters can stand between cut-out Duplo figures of nurses, doctors, teachers, biologists and other professions.

ASIA In the wake of the 'experience tourism' boom, food makers in Japan are coming up with innovative ways to attract and entertain visitors, including bringing mini theme parks to factory tours. In the Tokyo region, mini theme parks and museums are being set up in settings that provide factory tours. As part of its 230th anniversary celebration, the Fueki Shoyu Brewery in Saitama Prefecture opened its Kinbue Shoyu Park in November 2019. The mini theme park shows guests the process of fermenting wheat and soybeans, with hands-on demonstrations of traditional soy making in wooden barrels. The family-friendly theme park features hammocks, swings and other fairground attractions.

EUROPE Aardman, the multi award-winning animation studio and storyteller, has announced a new concept for the theme park industry. The concept will be delivered in partnership with P&P Projects, the Netherlands-based attraction design and turnkey solution specialists. The project is inspired by the fishermen of the Li River, A Fish Tale, and tells a humorous and dramatic coming-of-age adventure of a determined young fisher-boy and his playful cormorant side-kick. As the two characters try and catch their first ever fish together, their inexperience and naivety prevail, with potentially calamitous consequences.







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EUROP

Europa-Park announces new visitor record

2019 saw Europa-Park, the largest theme park in Germany, reach a new visitor record, with more than 5.7 million visitors attending the theme park, the highest number in its history.

Additional guests visited the new indoor water world, Rulantica, which opened at the end of November last year. Rulantica is one of the largest themed water worlds in Europe.

In 2019, extensive construction work and high investments were carried out at Europa-Park, with Rulantica and its adjacent hotel alone costing around €180m (\$200m), making it the single largest investment the park has ever made.

The site's Scandinavian themed area was also reconstructed and the new ride Snorri Touren was installed. Europa-Park's winter season, which provides guests with a unique winter wonderland experience, also continues to contribute to the increasing success of the park.

Owner Roland Mack commented on the successful year: "Rulantica had a great start and gets top marks. We are extremely pleased with that as the water world is new territory for us. The occupancy of the hotel Krønasår, which opened in May, is also exceptionally good with more than 90 per cent."



intu Costa del Sol to feature innovative approach to zoning

INTU, owner of a number of the largest retail and entertainment destinations in Spain and the UK, has announced it is bringing an entirely new approach to zoning.

The new zoning design will see a set of distinct neighbourhoods built at its flagship global resort development, intu Costa del Sol in Torremolinos, Spain. Each area will be designed to deliver a unique experience for guests.

The Lake zone will provide fun for guests at all times, while the Arena will feature a stage for the park's highly anticipated performances. The Hills area will be the place where guests can wine, dine and relax.

The Hood will be a hub of creative energy and the Boulevard will be designed in a Mediterranean style. Wonderland will be a themed world made to entertain and enthral children, the Gallery zone will be the resort's shopping hub and Central Park will be the heart of the entire development.

Martin Breeden, development director for intu, commented: "Designed to be a resort like no other, intu Costa del Sol is breaking the mould across many aspects. These neighbourhoods will be instrumental in ensuring the resort has something for everyone, allowing each and every visitor to have a unique experience and create memories for life.'



Successful first season for **Tigeren at Djurs Sommerland**

DANISH theming experts MK Themed Attractions has announced Tigeren, the new 45m tall Gyro Swing located at Djurs Sommerland in Denmark, is proving to be a big

The company worked on the theming of the new ride, which is the tallest Gyro Swing in Europe, ahead of its opening at the park



in time for the 2019 summer season. Rotating at 100 kmph, it is also the fastest attraction at Djurs Sommerland. According to the theming specialists, visitors at Djurs Sommerland enjoyed Tigeren throughout the summer season.

As Henrik Nielson, managing director at Djurs Sommerland, said: "During the one season Tigeren has had so far, we have experienced it being just as popular as the most popular attractions we have. Tigeren has actually at times exceeded our expectations in popularity, which is truly great.'

Tigeren, which means "tiger" in English, is situated in Djurs Sommerland's Asian themed area, where Dragekongen, Europe's fastest and longest family suspended coaster, can be found.

New film adventure Fabula opens at Efteling

A NEW attraction has opened in Eftling, Holland's fairy tale theme park – a film adventure known as Fabula.

In what was a €3.5m investment, the Fabula experience combines a 3D film that is shown within a 4D theatre and features 4D special effects, including wind, odour and water. The story follows a grumpy young bear who is taken on a journey discovering different habitats around the world, meeting some colourful characters on the way that teach him the meaning

The attraction comprises both a main show and a pre-show, while visitors can also wine, dine and relax in a new themed restaurant. The theme of the restaurant and an adjoining play area where youngsters can be entertained is the savanna, ocean and jungle.

The new film has been created by Aardman, the award-winning studio, known for producing much-loved British shows including those featuring Shaun the Sheep and Wallace and Gromit.



















EUROPE

Drone photos show construction of Efteling's Max & Moritz coaster

HOLLAND'S fairy tale theme park Efteling has unveiled drone photographs of its new attraction, Max & Moritz. The new family-friendly roller coaster, from Mack Rides, is due to open in spring 2020 and will replace the Bobsleigh. The images show the construction of Max & Moritz is well underway.

The foundations for the ride, which extend for 700m.cu, and the columns for the two 300m tracks, one for Max and one for Moritz, were completed recently and now all the track sections for both tracks have also been added. The area around the coaster is taking shape too, with the attraction themed around an Alpine landscape.

Max & Moritz is based on the iconic German illustrated story in rhyme from 1865, which tells the story of two naughty brothers named Max and Moritz. Always up to no good, they drove the inhabitants of their village to despair.

Featuring electrically powered trains, which run in opposite directions, the family ride is known as a "powered coaster." Max's blue track follows a different route to the green track of Moritz, while both boast their own unique and exciting features.



HemingwayDesign creates new logo for Dreamland's centenary year

HEMINGWAYDESIGN has partnered with Dreamland Margate in the UK to design an eye-catching new logo to use in 2020 to mark the amusement park's 100th anniversary.

The logo combines a retro style to resonate with Margate's seafront promenade with a touch of modernist minimalism, to bring the logo up to date. The design is set against a striking new wordmark for the anniversary year, designed to appeal to lifelong Dreamland visitors as well as new visitors.



The logo is brought to life through a series of imaginative animations, designed to reflect the motion and energy of the park's rides and its endless activity. Celebrating Dreamland's long heritage, the brand boasts the slogan: "1000 smiles per hour, 100 years, 10 decades, 1 Dreamland."

2020 looks set to be a big year for Dreamland with a number of large-scale events, new art commissions and festival fun taking place to celebrate the site's landmark anniversary.



MK Themed Attractions to re-theme Walibi Holland's Speedzone area

MK Themed Attractions is to re-theme Walibi Holland's Speedzone area, which is due to open in May 2020. The re-theming of the zone follows the company's successful renovation of the theme park's Untamed and Wilderness areas.

The re-theming of the zones is part of an extensive refurbishment planned for the venue. The Speedzone area will have two entrances. At one entrance gate will be a steel structure featuring gears and a blue Volkswagen at the top. The second entrance is to resemble the arch of a racetrack with white body stripes.

MK Themed Attractions is working with Theming Engineers on the production of the gate. The two companies have worked together previously on the engineering of the large-scale tiger heads for the Tigeren attraction at Djurs Sommerland.

In addition to the new entrances, there will be a number of themed surprises for the zone's Space Shot and G-Force attractions, as well as the mega coaster, Goliath.

Toverland reveals what's in the pipeline for 2020

TOVERLAND in the Netherlands has given a preview of what visitors to the park can expect to see in 2020.

One alteration will be the extension of the opening hours during the summer holiday period when the park will remain open until 8pm. And as well as longer opening hours, visitors will be able to enjoy an exciting programme comprising more events than ever. 12 Midsummer Evenings and 14 Halloween Nights will be held in the park in 2020, eight evenings more than in 2019. On the evenings that these events take place, Toverland will remain open until 11pm.

The summer season will begin earlier than normal, with the theme park opening during the carnival school holiday and the weekends that follow. In November and December, Toverland will open its doors to the public on the weekends and during the Christmas school holiday.

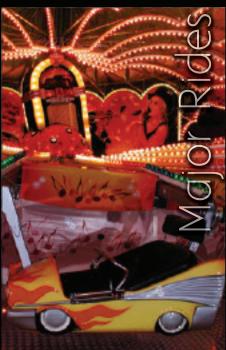
Another notable feature of the 2020 season at Toverland is the return of the Youtubers x Toverland event, which is taking place on Sunday, May 17, at which guests will be able to meet their favourite YouTubers during their visit to the park.











MIDDLE EAST

Mall of Qatar to expand with new theme park

THE Mall of Qatar is to significantly expand with a theme park, an international school and luxury residential accommodation.

The expansion of the mall is to be carried out in three phases. The third phase will consist of the building of a theme park and other entertainment facilities.

Construction for the expansion has already begun, following a flamboyant ceremony. The mall's CEO, Khaled Sam Hosn, spoke of the changes coming to the mall: "We are planning to construct some luxury five-star residential facilities, a branch of the Sherborne School, as well as a theme park.

"We have planned the expansion in three phases. We have already begun the expansion projects. Our goal is to make the mall an entertainment hub of the country, adding several features and giving world-class entertainment to the visitors. We will be adding more entertainment facilities in the mall," added Hosn.

The international school is due to be completed in late 2021 and the residential accommodation in phase two is planned to be finished before the FIFA World Cup in 2022.



SEVEN maps out vision for Saudi Arabia's entertainment sector

IN attendance at IAAPA Expo 2019 in Orlando was Saudi Arabia-based Seven Entertainment Ventures — SEVEN. The company's presence at the expo was to highlight its ambitious vision for the leisure and entertainment sector in Saudi and to seek out potential partners from around the world to help it achieve its vision.

SEVEN is a subsidiary of the Public Investment Fund (PIF), which is aimed at developing a world-class entertainment eco system in Saudi Arabia.

IAAPA Expo 2019 gave SEVEN the opportunity to reveal plans for entertainment sites, amusement parks and movie theatres, to help create a pioneering leisure industry in Saudi Arabia and to assist the country in diversifying its economy which is predominantly centred on revenue from oil, gas and petrochemicals.

As part of Saudi Arabia's Vision 2030 mapped out by the government, SEVEN plans to create new family-friendly entertainment facilities and, in collaboration with US-based AMC Group, bring 50 cinema outlets to the Kingdom during the next decade.

The new entertainment sites will be home to augmented reality activities, cinemas, live shows, dining facilities and green open areas designed for sports and aquatic activities.



Antic's Land implements Intercard cashless technology

ANTIC'S Land, the indoor amusement park located in the MegaMall in Sharjah, UAE, has chosen Intercard cashless technology to be used at the attraction site.

Intercard is a world leader in cashless technology. Its cashless payment products include the iReader Impulse, a "first of its kind" system, which takes play cards and



credit cards. The iReader Impulse allows amusement parks to increase their game revenue by up to 20 per cent. The device also boasts a customisable display, to match a venue's FEC theme.

Other innovative cashless technology systems provided by Intercard include the iWave Reader, iReader Eclipse, iReader, i3 Reader, Shindigger, Nano and Nano Eclipse, among others.

Antic's Land is the largest indoor family theme park in the UAE. The park is based on an oriental theme and provides guests with edutainment, mystery and fun. In implementing Intercard Cashless Technology, Antic's Land is catering for the rising demand from consumers to visit attraction sites without having to rely on cash and other traditional forms of payment.

Yas Island sweeps up multiple awards in 2019

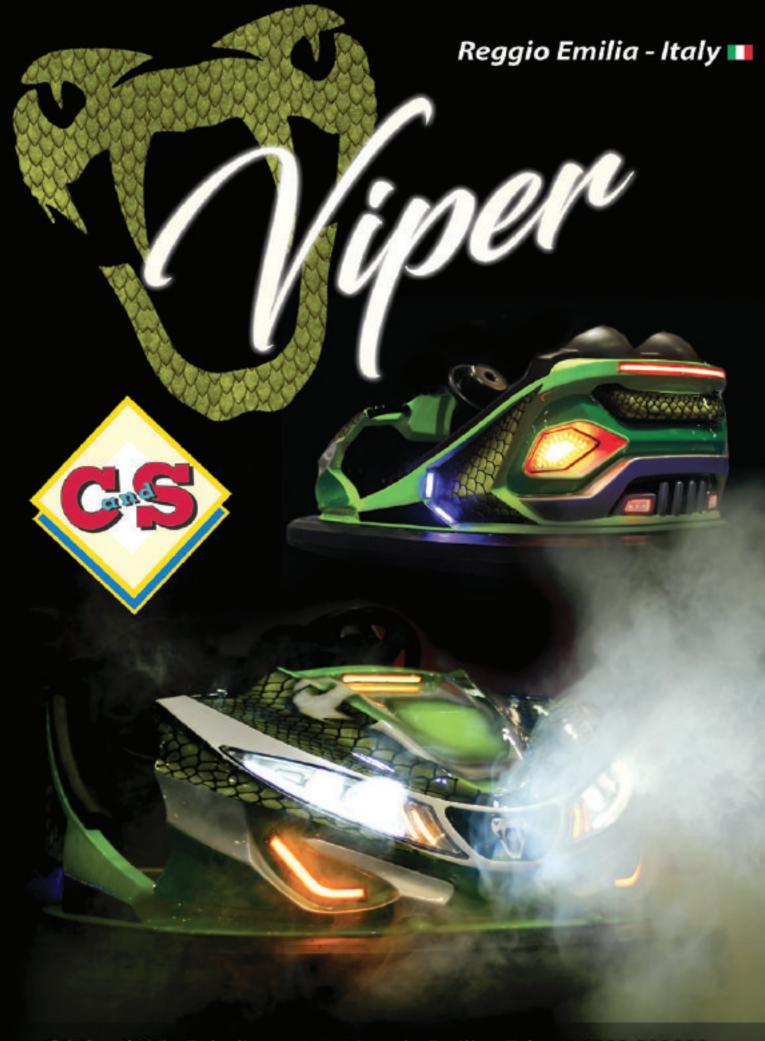
YAS Island in Abu Dhabi, home to theme parks, racing, shopping, golf, dining, hotels, a beach and more, picked up a host of awards and accolades in 2019.

At the 2019 World Travel Awards, voters recognised the attraction site as the Middle East's Leading Tourism Development Project, the World's Leading Tourism Development Project and home to the World's Leading Theme Park and the Middle East's Leading Theme Park.

Yas Island also received awards for the Best Strategic Employee Engagement Initiative and the Most Creative Property-Wide Event in the IAAPA Brass Ring Awards. The park's much-loved annual winter event Winterfest also won the Park World Excellence Award for the Seasonal Event of the Year.

Ferrari World received a Certificate of Excellence by TripAdvisor for a third consecutive year in 2019 and also took home the Most Innovative New Product/Indoor award at the Middle East and North Africa Leisure Attractions Council (MENALAC) Awards. The park was also given the accolade of being the Theme Park of the Year at the Theme Parks and Entertainment Development Awards.





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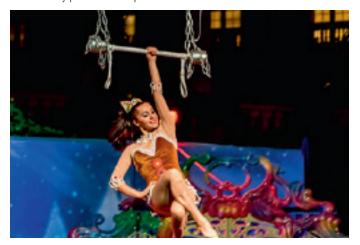
Disney reveals details of Cirque du Soleil show at Disney Springs

DISNEY, together with Cirque du Soleil, has announced the name and debut date of the new Cirque du Soleil show at Disney Springs. The show is named Drawn to Life and will premiere at Walt Disney World Resort's Disney Springs in April this year.

Drawn to Life is written and directed by Michael Laprise and Fabrice Becker. The production is put together through a partnership between Cirque du Soleil, Walt Disney Animation Studios and Walt Disney Imagineering.

Drawn to Life tells the story of a girl named Julie, who embarks on a journey guided by an unfinished animation object which helps Julie imagine new possibilities and animate her future. The production will boast an international cast of more than 65 artists.

Previews of Drawn to Life will take place on March 20 and the production will officially premiere on April 17.



ITPS unveils new president and chief operating officer

INTERNATIONAL Theme Park Services (ITPS) has announced that Pamela Westerman has been appointed president and chief operating officer (COO) at the company.

In making the announcement, Dennis Speigel, founder and CEO of ITPS, noted how Ms. Westerman has been a part of the ITPS team's success for many years. He commented: "Pam is an amazing individual with remarkable leadership and organisational skills. She has a vast knowledge of the leisure industry, having led the ITPS team on projects across every continent. She is known throughout the industry and respected around the world." In response to the announcement Ms. Westerman said: "I am honoured to take on this role at ITPS. My industry tenure and my 30 plus years at ITPS have well prepared me for this position. I will do my utmost to continue to ensure that ITPS leads the way with unmatched, full-service leisure

consultation domestically and globally."



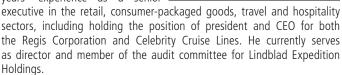
As president and COO, Westerman will oversee the day-to-day operations of the different departments at ITPS, all of which are vital in enabling the organisation to provide a high quality service to its clients. Speigel will remain as CEO at ITPS, providing strategic direction, setting company visions and goals, as well as overseeing performance.

Cedar Fair appoints Daniel Hanrahan as board chairman

CEDAR Fair, a leader in regional amusement parks, waterparks and immersive entertainment, has appointed Daniel Hanrahan as the company's new board chairman.

Hanrahan has served on Cedar Fair's board of directors since 2012 and took up his role as independent board chairman on January 1, 2020.

Hanrahan has more than 30 years' experience as a senior



Matthew Ouimet, who has served as Cedar Fair's executive chairman since January 2018, spoke of the new appointment, commenting: "Dan's breadth of professional experience and leadership qualities make him well qualified to lead the Cedar Fair board."



S&S Worldwide, a global leader in the manufacturing of vertical and family thrill rides, has announced a new product to its line-up — the Axis Coaster.

Utilising its patented and proven 4D rotating vehicle technology, S&S has reimagined roller coaster dynamics. Fluid movements are a key feature of the new AXIS coaster, giving riders the feeling of flying, which is unique to the Axis.

The ride rotates around the axis of the track, meaning riders might be positioned above, below or to the side of the track. The coaster is available in custom layouts, so it is suitable for a wide variety of space constraints. It can also be designed as a high-thrill ride or a family friendly coaster.

Preston Perkes, director of administration at S&S, commented: "This ride has been in the works for three years now. It started as a concept from one of our employees and evolved to what we are bringing to the market today. There are things you can do on this coaster that you can't do on any other ride."





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F +44 (0) 1084 296 525





TRON Lightcycles on display at Tomorrowland, Magic Kingdom

WALT Disney World is teasing visitors to Tomorrowland at Magic Kingdom, Florida, by displaying the park's highly-awaited TRON Lightcycles.

The TRON Lightcycles are now on display in a new area near Space Mountain in the themed land of Tomorrowland and guests can sit on the vehicles for selfies and photo opportunities. The innovative, high-tech, coaster-style attraction is due to open at Magic Kingdom in 2021, to coincide with Walt Disney World's 50th anniversary.

The TRON Lightcycle/Run attraction involves riders boarding a train featuring two-wheeled Lightcycles. Guests are then taken on an invigorating race through the "digital frontier." In November 2019, the final piece of the TRON Lightcycle/Run ride was installed at Walt Disney World, which was a major construction milestone for the attraction.

Scott Pratt, Walt Disney Imagineering's project co-ordinator, commented: "It finishes a loop of over 3,000ft of track and over 120 pieces. The guests are going to feel exhilaration and they're going to come off wanting to ride it over and over again."

Cedar Point to open new boat ride in 2020



CEDAR Point, the 364-acre amusement park in Ohio, has announced it will launch a new attraction in 2020 - a boat ride known as the Snake River Expedition.

In what will be the amusement park's 150th anniversary year, the boat ride will involve guests boarding scientifically designed riverboats and travelling along the Snake River that surrounds Forbidden Frontier on Adventure Island.

Interacting with real-life actors and animatronic machines, guests will embark on a secret mission. Led by a member of Trapper Dan's crew, visitors will smuggle treasure into safe waters. The new attraction is resonant of Cedar Point's paddle boat and Western Cruise rides of the past.

Colleen Brady, Cedar Point's director of park operations, commented: "We have really cool boats that were built specifically for Cedar Point. We got a little bit of history, a little bit of new. The best thing about these boats is that everyone can ride them."



Construction of American Dream Miami to begin in late 2021

CONSTRUCTION of American Dream Miami is to start in late 2021, with the retailtainment site due to open by 2025.

The building of the new mall is being carried out by international specialists in shopping malls, entertainment complexes, hotels and real estate, Triple Five. The ambitious retailtainment destination will blend retail with a host of entertainment and leisure facilities, including an ice rink, aquarium, the tallest indoor ski park in the work, submarine rides and a permanent Cirque du Soleil show.

There will also be an arts centre where live performances and events will take place, a multi-screen cinema complex and an indoor waterpark. The project will resonate Triple Five's American Dream site in New Jersey and is estimated to be costing Triple Five \$5 billion.

An environmental study of the area and the project design is expected to begin in spring 2020.



Dreamscape teams up with DreamWorks to launch Dragons Flight Academy

LOCATION-based entertainment company Dreamscape has teamed up with US animation studio DreamWorks Animation to launch the free-flying virtual reality experience known as the DreamWorks Dragon Flight Academy.

The attraction has been launched at Westfield Century City, a 1.3 million sq.ft outdoor shopping mall in Los Angeles. It is inspired by the *How to Train Your Dragon* film trilogy by DreamWorks Animation, which launched on December 13, 2019.

A total of eight guests can experience the attraction at a time. After practising the art of riding a dragon, guests journey on a free-flying rescue mission to the Hidden World with Astrid and Hiccup and their dragons Stormfly and Toothless. The adventure will see them dodging fiery arrows and ice caverns that are collapsing as they try and escape intact as a team.

The attraction's producer, Christina Lee Storm, described the experience as bringing together the film trilogy's "best-in-class storytelling and memorable characters with a unique interactive experience."

"The thrilling adventure will bring guests to new heights in a fun, wondrous way that will inspire repeat visits," Lee Storm added.













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Interlink also purchases and sells used rides, including roller coasters, family rides and kiddie rides.



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Huss Sky Tower opens at Changsha OCT Window of the World

HUSS Park Attractions has opened a new Sky Tower attraction at Changsha OCT Window of the World in China.

The 120m-high Sky Tower takes visitors on a journey to heights of up to 80m where they can enjoy panoramic views of the park below. The iconic new attraction, in what is the largest theme park in central China, officially opened in October last year.

The 12m-diameter gondola cabin can accommodate up to 70 passengers, with no age restrictions. The air-conditioned cabins feature an audio system which plays as the gondola ascends and descends around a full 360 degree circle.

Mirko J. Schulze, CEO of Huss, commented on the opening of the new attraction: "OCT is a loyal, long-standing customer of Huss Park Attractions and we enjoy an excellent relationship with the company. We are very happy to have opened the Sky Tower at Changsha OCT Window of the World which provides the park with a stunning new landmark attraction suitable for all guests."

Huss Park Attractions has installed Sky Tower variations around the world, the first of which was in 1987.



Triotech to create interactive dark ride for Vietnam theme park

TRIOTECH, a global leader in interactive media-based attractions, has announced it has been selected by Vinpearl JSC to design and build a media-based interactive dark ride for Vinpearl Land's newest theme park, located on the resort island of Phú Quoc, Vietnam. Designed entirely by Triotech, the attraction is known as Dragon's Spell and will be Vietnam's first media-based Interactive Dark Ride (IDR). Among the attraction's key features are a storyline, gameplay and pre-show.

The ride will feature full scenic theming and Triotech's proprietary illusioTM interactive projection mapping technology, designed to bring the scenic theming to life and create an interactive, memorable experience for quests.

As Nol Van Genuchten, creative vice-president of Triotech, explained: "Making the theming interactive contributes greatly to the immersion of the quests in the story."

Ernest Yale, founder, president and CEO of Triotech, said: "Being involved from the beginning for such a major project allows us to design and deliver a complete attraction that optimises immersion and interactivity."





Ocean Park reveals strategic blueprint for the future

OCEAN Park Hong Kong has unveiled a detailed blueprint that will leverage and emphasise the park's unique topography, which enables guests to discover nature, conservation and edutainment.

The strategic repositioning plan calls for Ocean Park Hong Kong to be redeveloped into seven experimental zones, with adventure as the principle theme running through these. The park will also become home to a series of new high-tech rides and attractions, including innovative interactive rides.

The beauty of Ocean Park's natural environment on the southern coast will also be showcased to the maximum with the park's overhaul designed to encourage immersive interplay between guests and the park's natural setting. Ocean Park will be relying on the Hong Kong government to contribute to the financing of the proposed plan, which is forecast to cost HK\$10.64 billion (\$1.4 billion).

The building of the new attractions and rides is to be launched in phases from 2023 to 2027. Leo Kung, chairman of Ocean Park, commented: "This strategic repositioning plan will build on our legacy as a park that blends entertainment with education and conservation. It aims to offer guests of every age new adventure and discovery experiences like nowhere else, setting Ocean Park apart from the APAC region's increasingly competitive theme park industry."

Lai Sun Group announces opening of Novotown



HONG Kong based Lai Sun Group has announced the opening of the integrated resort and entertainment hub known as Novotown, located on Hengqin Island in Zhuhai, China.

The newly opened resort combines world-class leisure experiences with state-of-the-art entertainment. The leading features of Novotown include Lionsgate Entertainment World and National Geographic Ultimate Explorer, which opened in July and September 2019 respectively.

Boasting AR and VR rides and attractions, Lionsgate Entertainment World is hailed as one of the most technology-advanced themed parks in China. The theme park is also home to over 50 attractions centred on Lionsgate's film franchises.





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South Korea announces support to build Asia's second largest theme park

SOUTH Korea's finance minister recently announced that the government will support the construction of a new amusement site in the country, which will be the second largest theme park in Asia.

Shinsegae, the south Korean retailer, is to build the \$3.8 billion theme park in Hwaseong, approximately 45km south west of Seoul. Construction of the park is due to begin in 2021, with an initial opening scheduled for 2026 and a full opening in 2031. The 4.2sq.km site will also feature five hotels, an 18-hole golf course and three shopping malls.

During a ceremony that took place at the site the theme park is being built on, Hong Nam-ki, South Korea's finance minister, said the project could employ around 15,000 people. Attracting both local and foreign tourists, Hong added that the theme park would give the country's economy a huge boost, potentially generating around KRW70.6 trillion (\$61 billion) for the economy.

Shinsegae Property, a real estate unit of Shinsegae, has a 90 per cent stake in the theme park project. The remaining 10 per cent is held by Shinsegae Engineering and Construction.

Details unveiled of Tokyo Disneyland's 2020 expansion

ORIENTAL Land Company, owners of Tokyo Disney Resort in Urayasu, Japan, has unveiled details of the expansion of the theme park. Additional rides, attractions and facilities will be launched at the Toontown, Fantasyland and Tomorrowland areas.

Fantasyland will see the arrival of a trackless dark ride called the Enchanted Tale of Beauty and the Beast, alongside new dining facilities and shops. A Fantasy Forest Theatre will also open in the land, hosting performances of the new stage show Mickey's Magical Music World. The theatre will be the first indoor theatre to open at Tokyo Disneyland.

A spinning ride called The Happy Ride with Baymax will open in Tomorrowland. The attraction will be the world's first rotating ride to be themed on Walt Disney's animated superhero film, Big Hero 6. Opening next to The Happy Ride with Baymax will be a cosmic-themed shop, specialising in popcorn.

In Toontown, Minnie Mouse will have her own dedicated character spot, with the opening of Minnie's Style Studio. Minnie will meet visitors at the studio, wearing her latest fashion designs.

The new arrivals at Tokyo Disneyland are due to launch in April 2020.





Gyeongnam Masan Robot Land comes to life with laser projectors

GYEONGNAM Masan Robot Land, the world's first theme park centred on intelligent robotics, has installed an extensive series of laser projectors, real-time video processing and show control systems, to create spectacular visuals at the park and heighten the visitor experience.

The venue is situated in the city of Changwon on South Korea's south east coast. The robotic-themed park covers 1.25m sq.m and features a research and development centre, convention centre and theme park.

The main attractions at the park, which combine robotics technology and entertainment, are powered by Christie, a global visual and audio technologies company and a world leader in laser projection.

48 of Christie's DWU850-GS laser projectors and eight D13WU-HS laser projectors were installed across the park's themed zones. The projectors were complemented by Christie Pandoras Box systems, which provide real-time video processing and show control.

Seung Won Ham, head manager at Star Networks, commented: "As the first robot-themed attraction in the world, no effort was spared to deliver the best visual and audio experience to local and international visitors of Gyeongnam Masan Robot Land.

"Christie's laser projectors and image processing solutions have been the clear choice from the onset. Besides using high-performance projectors and media servers, we want to accomplish a fully integrated technology solution that the end user can confidently rely on. This decision resulted in the best outcome in terms of usability, performance, reliability and ease of maintenance."





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Construction of Chongqing Jurassic Dinosaur Park to begin in 2020

THE mega city of Chongqing in south west China is to start the building of the Jurassic Dinosaur Park this year.

According to the Chongqing Municipal Planning and Natural Resources Bureau, Yunyang county is to apply to construct a National Geopark and has already obtained Chongqing municipal's approval of the Pu'an Dinosaur Geopark.

The county also plans to build a dinosaur fossil site in the excavation area, as well as a dinosaur theme park with various rides, a dinosaur fossil museum and research base. The Jurassic Dinosaur Park will become another large-scale geopark for Chongqing, alongside the Longgang National Geopark, a much-loved tourist attraction in the city.

The research base at the site will study the movement of dinosaurs from the late early Jurassic era to early middle Jurassic era.



Xuzhou Amusement Land to open in March

XUZHOU Amusement Land is to open it's doors to the public on March 21 this year. It is expected that the number of guests visiting the park daily could be as high as 36,000, equating to an annual visitor quota of 1.8m, including 1m non-local visitors.

Xuzhou Amusement Land is located close to the Xuzhou Paradise Resort, a national tourist hotspot. The site stretches for 1,230 acres and had a total investment of CNY2.5 billion (approx. \$363.5m). The park comprises several themed areas, including Caribbean Water World, Candy World Theme Park and the European Holiday Hotel.

Xuzhou Amusement Land features a raft of leading international amusement equipment, including launched roller coasters, 4D theatres, Sky Towers and Flying Theatres. The site's Flying Theatre showcases Chu and Han cultures and is the first full-motion theatre in China designed with this theme.

Another distinguishing feature of the park is the Su Peng Carnival float, which will meander around the site all day long.





Phase six of Shenzhen Happy Valley officially opens

PHASE six of Shenzhen Happy Valley has officially opened to tourists. The phase has a total investment of CNY500m (\$73m).

Shenzhen Happy Valley comprises three themed areas, including the Tikal Family Tribe waterpark, which is based on a Maya culture theme, and the summer resort, which has three water entertainment areas — Maya Camp, Marine Secret and Tropical Jungle — as well as dozens of family-friendly water attractions.

The third area is the Mining Town, which is home to Asia's first W-shaped roller coaster known as the Rough Sea, China's first 360 degree coaster, the Ring Wing Coaster, and the country's first roadway-type coaster, Minecart.

Fantawild teams up with Coolabi Group to bring Clangers to China

FANTAWILD Holdings Inc., the amusement park chain in China, has partnered with Coolabi Group, specialists in children's and family fiction, to bring the iconic Clangers brand to China.

Featuring a much-loved family of pink, mouse-like characters, The Clangers originally aired on BBC One in the UK in 1969 and went on to be an endearing hit until the series finished in 1972. In 2015, an award-winning new series was aired to the delight of a new generation of youngsters. The Clangers has won several awards, including a BAFTA, Kidscreen Award and Pulcinella Award.

Fantawild is to develop new merchandise based on the Clangers family and will localise the show to make it attractive to pre-schoolers in China. Jeremy Banks, CEO of Coolabi Group, spoke of the initiative at the annual Fantawild Animation Expo.

"I knew that we had to work with Fantawild in China on this property the first time I met with them and heard their vision for Clangers in China. They are very well-established and respected and we trust that Clangers is in the best of hands with them," he said.

Daisy Shang, executive president of Fantawild Group, commented: "We are very happy to be partnering with our friends at Coolabi. We believe that Clangers will instil something new into the pre-school Chinese animation industry. The enlightening programme will stimulate children's imagination and become a unique presence in the Chinese market."







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WATERPARKS

Merlin/Silvergate Media to launch Octonauts attraction at Sea Life Shanghai

MERLIN Entertainments has announced a new IP partnership with Silvergate Media to bring its hit Octonauts property to Changfeng Ocean World in Shanghai, which is part of the Sea Life international aquarium chain.

The new immersive Octonauts experience will open in June 2020 and will be the first in China and the largest Octonauts attraction in the world. The attraction will provide guests with an authentically themed experience where they can play and explore in a fully submersed Octopod within Changfeng Ocean World's new Stingray Bay experience.

Guests can get up close to all their favourite Octonauts characters, including Captain Barnacles, Kwazii and Peso, and learn about marine life conservation and the world's oceans. There will also be an Octonauts gift shop selling themed merdandise.

Anthony Newman, Sea Life's global brand marketing director, Merlin Entertainments, commented: "Fun and discovery are at the core of what we do at Merlin and that is why Octonauts is an ideal fit for us. The new attraction will bring Octonauts to life in a way that has never been done before and we are very confident it will drive growth in visitor numbers when it launches at Changfeng Ocean World."



Vortex International opens new headquarters in Montreal

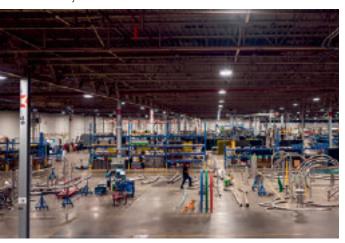
VORTEX Aquatic Structures International, a world leader in the manufacturer of water attractions, has relocated to larger offices in the same area of Montreal in which the company's former headquarters were located.

The new facility comprises more than 220,000sq. ft. of space, three times larger than the previous location. The larger premises are designed to cater for the growing global demand for Vortex's products, while maintaining the quality of their products and lead times. As well as relocating its headquarters, Vortex is expanding its team to keep up with increasing demand.

In line with the company's culture of innovation, the new facility boasts a state-of-the-art design studio and product testing labs, enabling Vortex to design and manufacture more complex products to meet the growing demand from waterparks for boundary-pushing solutions. With sustainability at the heart of the company's ethos, the new facilities have been renovated to a high energy efficient standard.

Vortex's bold and pioneering vision has seen the company win multiple industry awards, including a number of Leading Edge Awards from the World Waterpark Association and several International Design Awards (IDAs) for its Water Journey and Explora collections, among others.

The relocation comes at the same time Vortex prepares to celebrate its 25th anniversary in 2020.



Plans in motion for a new aqua park in Suffolk

PLANS have been unveiled for the construction of a major new aqua park near Orwell Bridge in Suffolk, UK. If approved, the waterpark will be built on top of a newly-built 65m x 32m man-made lake.

The development will be built opposite Suffolk Food Hall in Wherstead. The project is a joint venture between Curve Water Sports, which operates a similar park in St. Osyth, and Suffolk Food Hall. The attraction park will feature a number of obstacles and challenges to cater for guests of different ages and swimming abilities.

Most of the attractions will be around one and three metres above the water, with the exception of the slide positioned at the edge of the obstacle course, which will stand around five metres above the water. The course will also feature a large trampoline and balance beams.

The water attraction site would be open from May to October for three or four days during early and late seasons and seven days a week during the peak season in August. A maximum of 80 guests per hour will be able to use the course.

Jake Moore, a co-owner of the proposed site, commented: "The aqua park will be great for families as something to do while helping people get confident in the water in a safe and secure environment."





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WATERPARKS



New duelling waterslide in the pipeline for Aquatica Orlando

SEAWORLD'S much-loved Aquatica Orlando waterpark will be home to a new duelling waterslide in 2020, known as the Riptide Race. The slide will be the first duelling racer in Florida and will take visitors on a high-speed journey through tunnels.

After launching from a 68ft tower, riders will slide face-to-face and sideby-side, as they race down lanes which can hold two riders in a raft. The lanes will twist and turn around tight loops and beneath low walls. The slides are 650ft. in length and will boast both indoor and outdoor sections.

The Riptide Race is to be situated next to Aquatica Orlando's Banana Beach Cook Out. Riders will need to be at least 42 inches high to ride.

David Heaton, vice-president of Aquatica Orlando, said: "Riptide Race will offer a ride experience you won't be able to get anywhere else in Florida. Aquatica will be the first waterpark in the state to have a thrilling, and more importantly, duelling waterslide."

Quassy offers educational programmes and 'wacky' science experiments

QUASSY Amusement and Waterpark in Middlebury, Connecticut, is encouraging visitors to become scientists, with a Fun With Physics educational programme.

Fun With Physics is 38-page scholastic booklet that was developed by the amusement and waterpark, which involves students visiting the site participating in a variety of fun and educational experiments.

The educational project has been accredited by the American Association of Physics Teachers. One experiment involves students using an accelerometer to complete several questions related to the motion of the Tidal Wave swinging ship.

Another is centred on coming up with a formula to determine the average speed of coasters within the park. Eric Anderson, president of Quassy, commented on the park's science program, saying: "Our physics booklet really provides an exceptional educational experience for students while visiting the park. Teachers have the opportunity to assign as many projects as they want and there's something in there for most grade levels."

For younger students visiting Quassy, there is an Elementary series of worksheets, designed specifically for elementary classes. The projects in this series includes math quizzes. spelling and art assignments.



RIU Hotels & Resorts opens Splash Water World

RIU Hotels & Resorts, the Spanish hotel chain, has opened the Splash Water World waterpark at the Hotel Riu Guanacaste in Costa Rica.

The waterpark is home to five waterslides, including two tube slides and a four-lane Aquaracer slide. The park also features a mini splash pad for children. Water sport facilities are available at the site, including kayaking and sailing. Splash Water World is located at the entrance of Riu Guanacaste.

At Hotel Riu Palace Costa Rica guests can enjoy a spa and visit a casino. Entrance to Splash Water World is free and unlimited for guests staying at the Riu Guanacaste or the Riu Palace Costa. Both hotels are situated on Matapalo Beach on the tip of the Osa Peninsula.



SeaWorld announces 36,000th animal rescue since 1965



SINCE it first opened its doors in 1965, SeaWorld has rescued 36,000 animals in its ongoing mission to help stranded, ill and injured marine and terrestrial animals.

Working in partnership with animal care experts, rescue specialists and veterinarians, the much-loved amusement park has been successfully rescuing and rehabilitating animals for almost 55 years.

As Donna Wieting, director of NOAA Fisheries' Office of Protected Resources, said: "SeaWorld's work rescuing and rehabilitating wild animals is of the highest calibre and the reason why the rescue team has been a long-standing and valuable partner."

For every ticket purchased for SeaWorld Orlando, San Antonio and San Diego, funds go towards the rescue and rehabilitation of the animals that are rehomed at the resort.

IAAPA Show Report



IAAPA Expo's record attendance reflects continued industry growth



THE global attractions industry again descended on the Orange County Convention Centre in Orlando in November for the industry's largest event of the year, the IAAPA Expo, which continues to attract record numbers of attendees and provide the ultimate shop window for operators of all types of attraction venue.

Reflecting the ongoing rise of attendance at parks around the world, last year's Expo attracted a total of 42,600 attendees (41,100 in 2018) and 1,146 exhibiting companies (1,151 in 2018). Qualified buyers numbered 27,800 (26,000 in 2018), these visitors representing amusement parks, waterparks, family entertainment centres, zoos, aquariums, museums, science centres, resorts and a host of other attractions from around the world.

"With the largest attendance in IAAPA Expo history, this year's event is a testament to the continued growth and strength of the attractions industry worldwide," said Hal McEvoy, president and CEO of IAAPA. "It's been an incredible week bringing together this vibrant and diverse community that continues to evolve in ways we've yet to imagine."

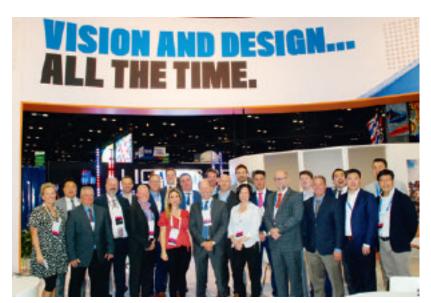
The trade show floor covered 585,000 net sq.ft and offered new products and technologies representing 125

product categories, from ride engineering and virtual reality to special effects and food and beverage. Thirty eight companies made new product announcements directly from the trade show floor during the Expo at a series of press conferences, including Carnival Cruise Line and Maurer, Legoland New York Resort, Holovis and ETF Ride Systems, and SeaWorld Orlando and Premier Rides, while numerous others revealed new partnerships and upcoming projects over the four day expo. And exhibitors were general pleased with the outcome of their IAAPA Expo attendance.

Mack Rides displayed a vehicle from the Snorri Torren ride which opened last year at Europa-Park



IAAPA Show Report



Canadian waterpark specialist ProSlide enjoyed another award winning IAAPA Expo

"We had a successful show," Intamin's Sascha Czibulka told InterPark. "It was an exceptional first day — I can't remember such a good first day. The second day started slowly but picked up and we had a steady Thursday, so overall it has been a good show. We have a positive workload and a number of very nice installations coming up over the next three years and even into 2024. Some markets are slowing down a little, China for example, but others are coming up so we are in a positive mood."

For RCI Adventure Products, formally known as Ropes Courses Incorporated, IAAPA 2019 marked a new era. The company's brand identity was streamlined and revamped with both a new logo and name to reflect recent growth (RCI now offers more products than just ropes courses) and chief sales officer Jon Weston commented: "The best part of IAAPA this year for me was being able to meet face-to-face with our global partners and distributors who are eager to share the innovations we have to offer with their native countries. We've got a lot of partnerships in the works with reputable companies, which allow us to better service our current clients with new product features but also reach larger industries like theme parks with our brand new, high-capacity Destination series."

RCI plans to have a reimagined booth space in the east/west building of the OCC for 2020 that features an attraction that "is sure to speak to many types of businesses." It will differ from past years as the company continues to innovate and explore. Details will be disclosed at a later date.

Over on the booth of UK company Simworx, sales director Edward Pawley also reported a positive IAAPA Expo, commenting: "Simworx again enjoyed a successful IAAPA Expo with all four days of the show being busy

with inquiries from both existing and new customers and a lot of interest being shown in our product range. We'd set up a number of meetings prior to the show with a variety of clients which also proved of great value, while the large numbers of visitors in attendance ensured plenty of constant activity on the booth. We also had a fully operational ParadropVR attraction as part of our exhibit which proved extremely popular and was in non-stop use throughout the event. With this success on the trade show floor and our attendance at numerous networking and social events away from the exhibit halls, all in all it was a great week for us."

At Italian company Gosetto Andrea Casagrande noted: "The number of visitors has not been so big, but we were happy about the quality of the guests. We saw especially an increase of the USA market. We introduced new types of Fun Houses on trailer which are faster to assemble for the American market and also for fixed parks because they are suitable to fit inside containers."

As already mentioned, Maurer Rides held a press conference on day one of the show to reveal a vehicle from the new Bolt coaster that is set for operation on Carnival Cruise's Mardis Gras ship later this year and the company's Torsten Schmidt commented: "The show in Orlando was definitely unique for us and we are going into the new year with great confidence."

Outside of the trade show floor, as always a wide variety of additional activities took place, these including over 100 educational seminars, various keynote presentations, educational tours at local facilities, regional breakfasts, numerous receptions and parties and much more.

The Expo's official opening session, the popular Kickoff Event held as usual on the morning of the first day of the trade show, was again very well attended with the IAAPA Theatre being packed by attendees for an update on the state of the industry, to view some of the new attractions



On the Interlink booth were John Hudd, Flora Lee, John Davies and Martin Steffens





Zamperla's new Nebulaz ride was a spectacular focal point at the IAAPA Expo

introduced at venues around the world in 2019 and to get a preview of some of those set to open during 2020.

The occasion also saw the introduction of IAAPA's 2020 officers, including Amanda Thompson, OBE, managing director of Blackpool Pleasure Beach in the UK, as the organisation's chairman of the board for the coming year. Other officers for the year include Ken Whiting, president of Whiting's Foods at Santa Cruz Beach Boardwalk in the US, as first vice-president, and Jim Pattison, president of Ripley Entertainment in the US, as second vice-chairman.

Highlights of the week included a keynote presentation by Christine Duffy, president of Carnival Cruise Line, at the GM and Owners' Breakfast, who provided a look at the integral role attractions are playing in the future of the world's largest cruise line. Attendees also heard from George Walker, creative director, Universal Creative Studio, during Lunch and Learn: The Emergence of Authentic Reality, a session which looked at how the industry has evolved from a service economy into an experience economy, and how the popularity of virtual reality is shifting into a desire for what Walker's presentation defined as authentic reality.

Additionally, Nely Galán, entrepreneur and author, provided a further learning opportunity during a session entitled Coca-Cola Presents: How to Become Self Made and Have a Rich Life in Every Way, while numerous other general education sessions led by industry leaders were also available to attendees. These covered topics such as facility operations, marketing, public relations and communications, entertainment, government relations, security and safety, information technology, food and beverage, merchandise and games, human resources and a lot more.

Among the EDUTours on offer were trips to Legoland Florida, FunSpot America, Universal's Islands of Adventure, SeaWorld Orlando, Gatorland, Aquatica Orlando and Universal's Volcano Bay water theme park.

A host of awards were also presented during the trade show and at accompanying events, among these being the IAAPA Hall of Fame Awards which honour "individuals whose work and accomplishments have made significant and lasting contributions to the global attractions industry." On this occasion the recipients were Alberto Zamperla of Antonio Zamperla S.p.A in Italy and Frederick Langford from WaterWorld Products in New Jersey, US.

Expo week also sees events taking place to raise funds for Give Kids the World (GKTW) Village in Kissimmee, Florida, and 2019 saw the venue and IAAPA celebrate 25 years in partnership. Attendees raised approximately \$155,000 for GKTW through corporate donations and an annual series of events, including a golf tournament, motorcycle ride, fun run and walk. Since first partnering with GKTW, IAAPA has raised more than \$1m for the venue.

And to wrap the week up in style, the Thursday evening IAAPA Celebrates event was held at Universal's Islands of Adventure where attendees could take advantage of exclusive access to attractions such as The Wizarding World of Harry Potter — Hogsmeade, Skull Island: Reign of Kong and Jurassic Park, including Jurassic Park River Adventure and Jurassic Park Discovery Centre.

The IAAPA Expo returns to the Orange County Convention Centre again this year, from November 17 to 20. On this occasion, due to construction works at the North/South building, the trade show will be split between the North/South and East/West OCCC buildings which will make for some interesting planning both for exhibitors and visitors. More information is available at www.IAAPA.org/IAAPAExpo

Innovative Leisure's Phil Pickersgill pictured next to the high ropes course brought to the show by RCI Adventure Products



IAAPA Show News

Record bumper car sales for Bertazzon

Italian company Bertazzon continues to enjoy success with its range of products for both park and travelling use.

Among these is the company's range of bumper cars, the latest addition to which is the New York model which was introduced at the end of 2018 and has been very successful, according to Michele Bertazzon. Indeed, 2019 has been a record-breaking year for bumper car sales according to Bertazzon.

Going forward, a variety of contracts have been secured in many different areas of the world, including the Far East, US and South America, with a large number of these over the next six to eight months (at the time of writing in December) being for travelling customers in addition to park operators. Order books are, in fact, full until the end of 2020.

Among other recent product additions has been a smaller double decker carousel.

"The US economy is good at the moment which encourages users to spend," noted Michele Bertazzon. "We are also seeing more regional trends rather than any one trend throughout the world."



Pictured on the Bertazzon booth at the IAAPA Expo are (from left)
Angelo Signorotto, Michele Bertazzon, Chiara Signorotto and Patrizia
Bertazzon

Another award-winning show for Intamin

Intamin enjoyed another award-winning IAAPA Expo, taking home a Best New product award for its Duelling Dragons multi-launch coaster installed at Guangzhou Sunac Land in Huadu, Guangzhou, Guangdong, China, in 2019.

The company has also received very positive feedback for its Hagrid's Magical Creatures Motorbike Adventure coaster at Universal Studios Islands of Adventure in Orlando, Florida, according to Sascha Czibulka, which also opened last year and a vehicle from which attendees at the expo could view on the Intamin booth.



Intamin's Sascha Czibulka with a vehicle from the Hagrid's Magical Creatures Motorbike Adventure coaster at Universal Studios Islands of Adventure in Orlando

In addition to these projects, Intamin opened a variety of other rides around the world in 2019 with many more to follow in 2020. Additionally, during November's trade show, the company revealed two new ride concepts, one of which incorporates a coaster, water ride and immersive ride segment, for which a patent was filed prior to the show. Another, an immersive tower ride with media, was also announced, with a patent for this attraction being applied for and more information available on it later this year. Other Intamin news included the further development of existing technology on its coasters and a new train design.

In regards to water rides, Czibulka told InterPark that a "pretty spectacular, 2020 version of the Shoot the Chute ride" is to be introduced, this featuring a combination of water ride and coaster technology at a spectacular height which results in a huge splash feature.

Zamperla announces new 'Tweener RideZ' category



Zamperla's Alberto Zamperla, Ramon Rosario and Michael Coleman

Utilising two press conferences during the IAAPA Expo, Zamperla revealed details of a variety of new products and projects while also, once again, exhibiting a number of products on the show floor, including a fully operational NebulaZ ride, the latest additions to its product range.

At the first press event, company president Alberto Zamperla gave details of FICO Eatery World in Bologna, Italy, where the manufacturer has invested €11m in creating a new indoor FEC, Luna Farm, the first farm-themed amusement park in Italy which opened at the end of November. The park features 15 Zamperla attractions, including a variety of augmented and interactive reality solutions for amusement rides developed by the hitech division of the Zamperla Group, Z+. Much attention has also been given to inclusivity and accessibility with attractions accessible to people with special needs.

Zamperla also revealed a new category in its product range of Tweener RideZ, of which NebulaZ is one example, which fills a recognised gap between kiddie rides and major rides, addressing the more sophisticated youngster who is too old for children's rides.

The company's Michael Coleman also provided details of Zamperla's latest coaster developments, saying it had produced 150 coasters in the past 10 years and showcasing two new vehicles at the trade show, the Dangle coaster aimed at the tweener market and Lightning, an evolution of the Thunderbolt with reduced weight in the vehicle allowing it to be used on standard, vertical and LSM launch coasters.



Simworx presents US launch of two major new products

Media based attractions specialist Simworx utilised its attendance at November's IAAPA Expo to mark the official US launch of two major new products — the AGV (Automated Guided Vehicle) Dark Ride and the Mini Flying Theatre.



From left on the Simworx booth are Rafael Smith, Terry Monkton, Claire Monkton and Matt Clarkson

With no tracks and no power cables the AGV Dark Ride vehicles move freely along a programmed path at speeds unrivalled within the industry. Available with a variety of different motion systems, seating capabilities and on-board 4D effects, when combined with a custom designed AV solution the AGV provides a cutting edge ride experience for all ages.

Developed as a smaller option to the Flying Theatre also offered by Simworx, the Mini Flying Theatre brings this increasingly popular type of attraction into the reach of smaller operators, with both a more accessible price range and smaller overall footprint but still utilising the latest, cutting edge ride technology.

Featuring an immersive, large format ¼ dome screen concept, the Mini Flying Theatre offers 20 seats and an approximate hourly capacity of up to 250 guests. Riders experience unique movements fully synchronised to the movie on the screen, while in-theatre effects such as water spray, wind, snow, bubbles and smoke, along with special effects lighting, add yet more to the enjoyment of the attraction. The first example of the Mini Flying Theatre can be found in Vietnam at Baosun Wildlife Park in Hanoi.

"We are delighted to announce the official US launch of the AGV and Mini Flying Theatre attractions," Simworx sales director Edward Pawley told InterPark. "Both products are exciting additions to our ever expanding product range and provide operators with two fun and entertaining attractions that will appeal to a very wide age range."

Superstar launch for Maurer Rides' sea coaster

The Maurer Rides booth hosted one of the more memorable moments of the first day of IAAPA Expo when NBA superstar Shaquille 'Shaq' O'Neal helped Carnival Cruise Line president Christine Duffy reveal a vehicle from Bolt: Ultimate Sea Coaster, which is set to be the first roller coaster at sea when it debuts in August this year.

The ride will be the centrepiece of the Ultimate Playground, a two-deck high, open-air recreation area on a new cruise ship, Mardi Gras, currently



Carnival Cruise Line president Christine Duffy and NBA superstar Shaquille 'Shaq' O'Neal reveal the vehicle set for Bolt: Ultimate Sea Coaster

under construction in Finland. The area will also feature a huge waterpark, ropes course and more.

Duffy revealed that BOLT's all-electric, motorcycle-inspired vehicles will be adorned with metallic red and blue stripes and an eye-catching yellow lightning bolt. The vehicle will also feature a digital speedometer display and speakers with new sound effects that will activate to enhance the exhilarating, one-of-a-kind experience.

The coaster will include an 800ft. long track with riders racing 187ft. above the sea at speeds of up to 40mph.

Ultimate Playground will be one of Mardi Gras' six themed zones and home to the largest WaterWorks aqua park in the Carnival fleet, featuring three unique waterslides designed for all-ages fun. Also on offer will be a nine-hole miniature golf course, outdoor fitness equipment and a basketball court.

Legoland New York ride to turn guests into Lego Minifigures

Legoland New York Resort, ETF Ride Systems and Holovis revealed the world's first ride experience featuring technology that turns guests into Lego Minifigures at a press event during IAAPA Expo.

When it opens on July 4 this year, Legoland New York Resort will introduce the Lego Factory Adventure Ride featuring the world's first use of on-ride tracking technology. By identifying the attributes of guests and mapping their position in the virtual space, the ride transforms riders into Lego Minifigures right before their eyes!

In the narrative-led experience, Legoland New York guests will join Professor Brick on a thrilling and unpredictable adventure through the Lego Factory, meeting a variety of whimsical characters along the way. Halfway through the ride experience, the ride vehicles, from ETF Ride Systems, will spin quests until they end up face-to-face with a screen.

First, guests will see their ride vehicle transformed into Lego elements and then they will see themselves appear as Lego Minifigures, courtesy of Holovis' proprietary HoloTrac platform. The on-screen recreation is customised based on the guest's attributes to present a unique experience. Motion tracking also allows the Minifigure to move as the guest does.

Opening in New York's Hudson Valley, 60 miles northwest of New York City, Legoland New York Resort will be the largest Legoland theme park ever built, featuring more than 50 rides, shows and attractions across seven themed "lands" on 150 acres.



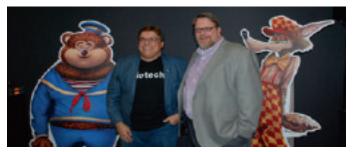
ETF Ride Systems' Ruud Koppens, Merlin Entertainments' Julie Estrada and Holovis' Stuart Hetherington pictured on a ride vehicle from the new Lego Factory Adventure Ride that will feature at the Legoland New York Resort

IAAPA Show News

Triotech to recreate iconic Knott's dark ride

Canadian company Triotech announced a new 4D interactive dark ride attraction to be installed at Knott's Berry Farm California this year to help celebrate the park's 100th. anniversary.

The new attraction will be called Knott's Bear-y Tales: Return to the Fair and the ride will bring one of the park's most iconic dark rides "back to life." Triotech is designing the attraction, the scenic theming and producing the animation and gaming system, which will take guests on a dark ride experience enhanced with 4D effects and interactivity.



Triotech's Ernest Yale (left) and Knott's Berry Farm's Ken Parkes

"The return of Knott's Bear-y Tales is perfect for the 100th anniversary because it brings back one of the park's most nostalgic and beloved attractions in an innovative 4D dark ride format that will delight an entirely new generation of fans," said Jon Storbeck, vice-president and general manager of Knott's Berry Farm.

"Knott's Bear-y Tales: Return to the Fair is a new 4D interactive dark ride that will take guests on an exciting journey through reimagined show scenes that are reminiscent of the original dark ride, including the Boysenberry Pie Factory, Frog Forest, Fortune Teller Camp, Thunder Cave and Weird Woods, culminating in a celebration at the County Fair," he added. "Guests will climb aboard ride vehicles equipped with jelly blasters to try and recover the stolen boysenberry pies as they travel through whimsical and beautiful environments while competing for the highest score."

Brogent reveals new simulator products and ride concept

The Brogent Group completed a variety of new ride openings during 2019 and in addition to providing details of these in Orlando also revealed a new attraction and a new attraction concept at the show.

Among recent openings have been a 60-seat i-Ride called Sky Voyager at Dreamworld, Australia, in August, while September saw the opening of a 70 seat i-Ride, Flying Around the World, in Beijing, China. In October a 40 seat i-Ride, FlyOver Iceland, made its debut in Reykjavik, Iceland.



Brogent's Andy Kiang provides details of the company's latest ride openings and product developments

Also last year, in March, the company opened a 66 seat m-Ride, The Lego Movie Master of Flight, at Legoland Florida Resort in the US, with a further six new m-Rides set to open in 2020 on three different continents. Among these will be that in the heart of Times Square in New York City, where Brogent will be partnering with Running Subway Productions for a first-of-its-kind entertainment experience.

The new product announcement made by Brogent concerned its mini simulation platforms, the company introducing two simulator game genres — Auto Racing Experience and Team Battle Challenge "Lightning Wings."

The new concept reveal related to a brand new turnkey entertainment concept with race car simulators at its core and combining F&B, competitive gaming and entertainment all in a 19,000sq.ft space.

New waterslide and water game introduced by Polin

Waterpark specialist Polin Waterparks revealed two new attractions at November's IAAPA show.

Time Rider is Polin's newest waterslide and features the world's largest bowl with two alternate paths. Offering more than four paths in all, the attraction allows riders to experience different choices each time, encouraging them to extend their time on the slide.



Polin's Sohret Pakis provides IAAPA attendees with details of the company's latest product launches

With a theme of travelling through time, the waterslide also offers special lighting effects on its wormhole (functional observation walkway). The special, integrated walkway allows guests to enjoy their time watching others while waiting in line. The wormhole also features a spray system which creates a mystical environment and keeps visitors cool while they wait. The slide offers

a whole new visual experience as it is fully themed and compatible with Polin's highly coveted Glassy (fully transparent) waterslide. Featuring six-rider rafts, it also offers various VR applications and stands at an impressive 18m high.

Also launched was the Splash Bucket All Can, an interactive splash game which sees players positioned in front of a panel featuring buttons that light up. Players must tap the lit buttons as soon as they light up (Whack-a-Mole style), each player aiming to beat their opponent in order to splash them during the game with nozzles embedded in the modules. At the end of the game the loser is doused with an even bigger splash.

Texas Stingray from GCI set for SeaWorld San Antonio

Details of what will be the tallest, fastest and longest wooden coaster in the state of Texas – the Texas Stingray at SeaWorld San Antonio – were revealed on the Great Coasters International (GCI) booth on the first day of the expo.

The lead car for one of the ride's trains was also unveiled as representatives from both SeaWorld San Antonio and Great Coasters provided attendees with a breakdown of the attraction's key features and other information on the project.

Texas Stingray marks a major addition to SeaWorld San Antonio's roller coaster portfolio, with five unique coaster experiences. The record-breaking coaster, which will reach a top speed of 55 mph, will include a 100ft drop and a sensory-bending 100ft long tunnel.

With a track length of 3,379ft, it will feature a 57 degree first drop, 76 degree high turns and a maximum height of 96ft. Riders will enjoy 16



airtime hills and the duration of the ride will be more than two minutes. Minimum rider height will be 46 inches.

Texas Stingray will open in the spring of this year.



Great Coasters' Robert Paskanik (left) and Clair Hain try out the Texas Stingray coaster vehicle accompanied by members of the team

Alterface presents 'Popcorn Universe' to extend visitor experiences

Belgium based Alterface is a regular attended at the IAAPA Expo and in November presented how interactive attractions can extend the visitor experience with IP and merchandising across an entire venue or a specific themed area of a park.

Based on the company's successful Popcorn Revenge ride at Walibi Belgium, the popcorn IP is now shaping up into an all-encompassing "Popcorn Universe," according to the company.



Alterface CEO Benoit Cornet reveals details of the "Popcorn Universe" during a press event at the IAAPA show

The Popcorn Revenge ride was built by Alterface as a turnkey solution for Walibi Belgium, with the park developing, in partnership with Alterface, a comprehensive merchandising programme, resulting in an important ROI. Popcorn Revenge is based on Alterface's Erratic Ride technology, deploying a nonlinear ride concept which offers unique visitor experiences.

Alterface CEO and founder Benoit Cornet commented: "Expanding the IP into the Popcorn Universe is the result of listening to our customers and connecting the dots of all their suggestions. A dark ride is not always enough to generate traffic to the park, yet everybody will agree that it is a real must to entertain families. Therefore, we are taking a 'push-pull' approach — using the dark ride attraction to create the emotional bond with the IP, resulting in a significant increase in merchandising sales, and the outdoor part to generate visibility."

In conjunction with Belgian entertainment design studio King Concept, the Alterface team is currently developing a 10,000sq.m model that can accommodate 400 to 5,000 people at a time. At the centre of this is the Erratic Ride technology, with intensive use of the IP across all attractions.

Whitewater takes home three Brass Ring Awards

Whitewater will again be involved in a wide range of new projects around the world in 2020 and held a press conference at the IAAPA Expo in conjunction with a number of partner companies to reveal more details of its activities.

Among this year's new installations will be the first example of the Twin Tailspin waterslide, which is due to open in the spring at Adventure Island in Tampa Bay, Florida, under the name of Solar Vortex. Tailspin's design delivers "big flume excitement and big thrills" in a minimal footprint, according to the company, and is available in two-person inner tube and three and four-person family raft sizes. Whitewater received an IAAPA Brass Ring Award for Tailspin at the expo in the Best New Product: Water Park Ride/Attraction category (product cost of less than \$1m).

The company also received a Brass Ring Award for its Over/Under attraction in the Best New Product: Water Park Ride/Attraction category (product cost of \$1m or more). The Over/Under operates at Guangzhou Sunac Water Park and is the world's first interactive, multi-player gaming water slide. And another Brass Ring Award was won for the Spinning Rapids Ride in the category for Major Ride/Attraction (product cost of \$2m to \$5m). Installed in Shanghai Haichang Ocean Park, China, Lava Drifting is not only the longest spinning rapids ride in the world, but also the world's first spinning rapids ride with actual rapid rivers.

Other forthcoming projects will include the Tonga Twister at Aquatica San Antonio, US, which will incorporate Aqualucent special effects lighting patterns, north America's first Slide Wheel in 2021 at Mount Olympus waterpark in Winsconsin Dells, and four other projects for various Six Flags parks.

Additionally, new projects will be completed around Europe, south east Asia and China, while Whitewater has also won the largest single contract in the waterpark industry's history which will see it supplying 48 slides to the new Aquatar park in Doha, Qatar, set to open in 2022.



Members of the Whitewater team and partner company representatives pictured at the Whitewater press conference included Una de Boer and Nathan Jones, John Weston (RCI), Jens Holm Moeller (Mobara), Jonathan Keller (Life Floor), Andrew Mowatt and Paul Chutter

Simtec introduces new HEXaFLITE 2.0 concept

Simtec Systems presented its new HEXaFLITE flying theatre concept in Orlando — HEXaFLITE 2.0.

With more than 15 HEXaFLITE installations worldwide, the company's engineers were challenged to develop an even more spectacular HEXaFLITE system. The new design incorporates technology which has been proven over many years (such as 6 DOF motion) and based on this a new state of the art flying theatre was created. Newly developed additional features add further to the experience provided.

The new system design of the HEXaFLITE 2.0 allows starting of the 6 DOF motion and tilting of the seats backwards while the guest platform remains in the loading position. With the further option of an extended screen in the ceiling area, guests have the impression that they are looking into the sky.



Simtec Systems' Andreas Stickel (left) and Bernd

The new concept offers full motion with 6 DOF in any tilting position. Starting the motion in the loading position and continuing the motion while moving into the show position greatly expands the opportunities for creating new experiences.

The 2.0 version of the Simtec HEXaFLITE is available in sizes from 20 to 80 seats and all seats are provided with individual integrated special effects to enhance the quest experience.

IAAPA Show News

Arihant promotes 'characterisation and theming'

India based waterpark company Arihant enjoyed another successful IAAPA Expo, which included winning a first place Brass Ring Award for best exhibit in the category for booth size 500 to 899sg.ft.



Arihant COO Jagat Parikh with a model of the new Treasure Ship attraction concept

On this occasion Arihant promoted a special focus on "characterisation and theming" and displayed a number of models showing different designs and concepts, one of which was the Treasure Ship. This is a multi-level, life-like, pirate ship style structure incorporating a range of elements on the outside such as waterslides and tipping buckets, as well as an inside area with more attractions.

"You have the standard play structures with all the usual things on them but the new Treasure Ship is different," Arihant's Jagat Parikh explained to InterPark. "People want to remember their experience so this is different to normal. It addresses the needs of all ages with the different heights of slide and also has an inside area."

Also on the booth was a model of a 6.5 acre waterpark in Thailand, the key elements of which are its affordability and it being suitable in particular to more remote locations. Additionally, a new Plug N Play themed concept was being promoted featuring four different themes of pirate, circus, jungle and castle, this being available in a modular format. Themed Splash Pads were also on offer to provide this type of attraction in a themed environment of the client's choice.

TPG/Extreme Engineering team up

The Producers Group introduced a new attraction at the IAAPA Expo in the shape of The Dark Rider, a turnkey dark ride system created in partnership with Extreme Engineering.

Utilising an integrated ride and show system that sends guests soaring and swaying through show scenes, The Dark Rider combines an elevated



TPG's Michael Turner reveals details of The Dark Rider attraction

track with modular columns housing lighting, audio and control equipment. The attraction is a fully designed and configured dark ride featuring a customisable concept, equipment and show action and is quick and efficient to design, build and install. It utilises Extreme Engineering's Cloud Coaster vehicles, an example of which at the IAAPA event was themed as a clown car.

Ancient Lore Village interactive resort announced

In conjunction with the Weber Group, Infinite Kingdoms announced the first-ever Ancient Lore Village interactive resort during IAAPA.

With plans to open in Tennessee in 2022, families will be able to go on adventures and quests together in the new resort. To match the focus on family connection, the resort will feature unique accommodations without traditional TVs in the rooms. Instead, new game technology and traditional play experiences for families will be offered to help create new memories.

The new play platforms under development include Magic Campfire, DigiMe and Infinite Tracking, which will be present throughout the resort, creating an interactive playground that will encourage guests to use their imagination and make their own choices during various guests.

"This is the first time in the world an interactive resort has been designed from the ground up to create a fully interactive world with the physical and effect-driven interactives at all locations in the resort," said Denise Chapman Weston, chief inventor for Infinite Kingdoms.



Ancient Lore Village CEO Matthew Cross

"Ancient Lore Village is built on the idea that we all value our human connections," said Matthew Cross, CEO of Ancient Lore Village. "No better connection can be formed than sharing and enjoying stories together. Infinite Kingdoms and the Weber Group are a perfect fit for taking our vision of a world connected by story and executing it with unique technology."

CAVU Designwerks reveals new dark ride vehicle

Canadian company CAVU Designwerks (CAVU) launched its Self-Driving Vehicle (SDV) at the IAAPA Expo.

Utilising a proven intelligent, self-driving, industrial robotic vehicle that has been servicing the manufacturing industry for over a decade, each platform has a built-in proprietary software technology navigation system that eliminates the need to install tracks, power cables or wire guidance systems on the floor.

"As an integrator, CAVU's method of developing a new ride system is to take an existing proven technology and integrate that into our rides," said Mark Stepanian, vice-president innovation and engineering for CAVU. "CAVU is partnering with a leader in industrial robotics technology to use their proven autonomous self-driving platform as the base of our trackless dark ride vehicle."

Using this technology, CAVU designed and built the Self-Driving Vehicle which is intelligent, autonomous and can adapt to changing environments. The ride vehicles require no external infrastructure for navigation, making implementation and integration with show action equipment, scenic sets and other ride vehicles an easy process. The system can be used to create dark ride experiences requiring less space and infrastructure compared to those using other dark ride vehicles in the market.

CAVU's SDV comes in two models. The Standard model seats eight passengers and is capable of moving forwards, backwards and rotating 360 degrees. The Plus model seats six passengers and features 3 DOF motion with pitch, roll and heave and up to 10 on-board special effects. The SDV can also be customised to suit any space and theming concept.



CAVU Designwerks debuted the Self-Driving Vehicle at the IAAPA Expo

MajorMega teams with Hersheypark

MajorMega, a virtual reality studio and location based entertainment company, and Hersheypark, both based in Pennsylvania, US, have announced an all-new, immersive, virtual reality experience planned for the summer this year.

Hyperdeck, MajorMega's immersive, multi-player, virtual reality attraction, will be offered as part of Hershey's Chocolatetown this



summer. Two unique, 300sq.ft Hyperdecks will create a dynamic, virtual world featuring a full-motion floor and multi-sensory effects like strong winds, heat and earth-rattling movements. The game continues outside as spectators help or challenge players via tablet stations outside Hyperdeck.

"Throughout our 112-year-history, we have always focused on providing our guests of all ages with fun and innovative entertainment experiences," said Vikki Hultquist, general manager of Hersheypark. "We're excited to



MaiorMega's Michael Bridgman with Hershevpark general manager Vikki Hultquist

debut Hyperdeck as a first-of-itskind immersive VR game and the first in the north east as part of our transformational expansion of Hershey's Chocolatetown."

Hershey's Chocolatetown is a new region at Hersheypark where guests can eat, play, shop and gather year round. The \$150m expansion is the largest in the company's history and a 23 acre development.

Falcon's Creative Group/ Katmandu reveal attraction plans

Falcon's Creative Group played host to a press event on the second day of the IAAPA Expo in conjunction with the co-founders of Katmandu Group, Scott and Juli Demerau, and the organisaton's senior vice-president of development Jay Pecotte.

Falcon's Cecil Magpuri and David Schaefer represented the company as the group spoke in more detail about the previous announcement that the two companies would be working together to produce a series of Katmandu branded attractions, beginning with a dynamic new entertainment venue in Punta Cana, Dominican Republic. The initial plans include two new attractions from Falcon's Licensing (a Falcon's Creative Group company) within Katmandu that will help launch the country's firstever theme park, entertaining millions of visitors and residents alike.

Set to open in late 2020, Katmandu, Punta Cana will feature its signature attraction, Quest for the Multiverse, in an all-new updated form powered by Falcon's renowned storytelling and attraction development expertise. In addition, Falcon's Licensing will premiere its innovative Suspended Theatre, providing guests with a thrilling flying theatre experience. The ride hardware for the Suspended Theatre is being provided by Oceaneering, while Kraftwerk Living Technologies will bring its audio visual expertise to the attraction. Falcon's is designing the custom media for the experience, which will bring Katmandu's characters to vibrant life.

Falcon's will also develop a cutting-edge dark ride based on The Legend of Katmandu, which will offer sophisticated technology and storytelling previously only available to much larger theme parks.

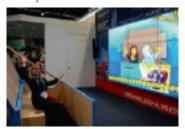


With two of the characters from the Katmandu franchise, mythical yetis Maiya and Kumar, are (from left) Juli Demerau, Cecil Magpuri, Jay Pecotte, David Schaefer and Scott Demerau

Guests will also be able to enjoy 36 holes of Expedition Golf presented as only Katmandu can, with highly themed holes winding around a mountainous Nepalese landscape. Additional plans include numerous interactive rides. theatre-based attractions and an enormous, multi-story ninja playground filled with climbing nets and obstacle courses. A multitude of restaurants and cafés as well as an abundant offering of night time entertainment will also be available. The Katmandu IP will play a prominent role in all attractions.

Holovis' HoloTrac offers new experience options

UK company Holovis displayed a fully working example of one of its latest developments, HoloTrac, on its IAAPA Expo booth while also joining with ETF Ride Systems for the launch on that company's booth of the Lego Factory Adventure Ride that will be one of the attractions at the new



Holovis' Emily Burrows and Lily-Ann Bedder demonstrate the new HoloTrac technology

Legoland New York Resort when it opens in July (see separate news

The ride will feature the world's first use of Holovis' HoloTrac onride tracking technology which works by identifying the attributes of guests and mapping their position in the virtual space before transforming riders into Lego Minifigures as they watch a screen in front of them.

HoloTrac is Holovis' proprietary software platform designed to transform themed entertainment destinations into intelligent, connected spaces. HoloTrac has two primary functions - to extend and enhance guest experiences and to transform operations, security and safety, all from one platform.

HoloTrac comprises a suite of modules powered by advanced computer vision and tracking technologies. Guests are identified through a powerful attribute recognition engine and their personalised adventures are driven through modules including gesture and object recognition that allow them to interact with the space and enjoy non-linear narratives and experiences.

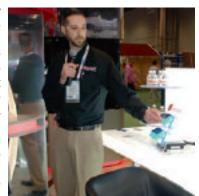
Beyond delivering enhanced guest experiences and unique attractions, the HoloTrac technology can also deliver in-tandem significant benefits and insight into critical park operations and security.

Intercard introduces iReader Impulse

Intercard debuted is new iReader Impulse, a versatile hybrid card reader, in Orlando.

The first of its kind in the amusement industry, iReader Impulse accepts credit cards as well as stored-value play cards, allowing operators to leverage the burgeoning consumer use of credit cards for small transactions like game

It is the first reader to help proprietors increase revenues by capturing the business of Intercard's Charlie Werckle "impulse" players who just



demonstrates the new iReader Impulse

want to play a few quick games. Impulse players traditionally use cash but Intercard's new product gives such customers the same ease-of-use with no apps to download beforehand and no need to set up a mobile wallet on their devices.

According to the company, in testing at arcades the iReader Impulse increased overall game revenue by as much as 20 per cent.

"We think the ability to use credit cards right at the reader will revolutionise our industry, allowing proprietors to capture a larger share of impulse play," commented Intercard CEO Scott Sherrod. "The iReader Impulse is a huge leap forward in game payment because it gives impulse players a quick and easy way to pay while giving proprietors all the benefits of cashless technology."



DECEMBER 5 saw nearly 200 theme park representatives, experts and suppliers attend the 2019 Asia Attractions Global Theme Attractions and Leisure Summit and Golden Crown Awards ceremony, presented by Asia Attractions magazine at the Sunac Mauve Hill Hotel in Guangzhou, China. The attendance and scale of the event set a new record compared to previous years.

By holding this event each year and now for four consecutive years, Asia Attractions magazine is seeking to celebrate evolvement and innovation in the theme park industry in China, as well as wishing to thank and recognise groups and individuals who have been actively involved in the business and have helped shape the future of the industry in China.

During a gala dinner night, Asia Attractions announced the winners in a total of 47 categories for this year's Asia Attractions Golden Crown Awards. All the projects shortlisted had to be completed between June 2018 to June 2019 in China. Since June 2019, over 40 Chinese industry professionals and more than 340 theme parks and global suppliers applied for the awards. Finally, 56 suppliers, 60 Chinese theme parks, four Chinese investors and 21 industry professionals shared the awards. The results consisted of two parts – offline voting by the 41-member judging panel and public voting on the WeChat platform.



Louis Alfieri



Nelson Jeng (left) and Bruce McMillen

The winners of the Asia Attractions Golden Crown Awards 2019 are as follows:

Outstanding Suppliers Awards

Outstanding Master Planning Suppliers

China: Xiayan Group (Jilin Changbai Mountain Scenic Area Wild Luxury Bionic Series)

Sanderson Group Design Ltd. (Kuwan Village, Shaoxing, Zhejiang Province)

Shenzhen Chuangyiyuan Cultural Tourism Co., Ltd. (Jiazhaoye Boluo Dongjiang New Happy Town) Elephant Sculpture Art Co. Ltd. (Dream Kingdom of the Future World)

Beijing Unique Exhibition Co. Ltd. (Shanghai Dinosaur Club)

Overseas: Romero VanRell Jeng McMillen &
Associates (Sanya Haichang Fantasy Town)

Outstanding Theming, Design & Constructions Suppliers

China: Beijing Orangestone Hardscape Co. Ltd. (Zhuhai Chimelong Theatre Hard Landscape Design and Construction Integration Project)

Beijing Hongyi Fengcai Decoration Engineering Co. Ltd. (Shunde OCT Happy Coast PLUS Happy Hour Theme Park and Happy Garden Landscape)

Guangzhou Dongfang Cultural Tourism Industry Development Co. Ltd. (Hero Island, Zhuhai Chimelong Ocean Kingdom)

Shenzhen Liandian Theme Decoration Design Engineering Co. Ltd. (Xining Xinhualian Children's Dream Park)
Shenzhen Century Guanghua Lighting Technology Co. Ltd. ('Dalian Night' Tiger Beach Light and Shadow Art
Festival, Dalian Tiger Beach Ocean Park)
Beijing Orangestone Hardscape Co. Ltd. (detailed design and construction for Colorful Yunnan Happy World outdoor hard landscape scheme)

Shanghai Max Building Landscape Decoration
Engineering Co. Ltd. (Suzhou Bay Fantasy Water World)
Overseas: Romero VanRell Jeng McMillen &

Associates (Huayi Brothers Movie World (Suzhou)
Tongtian Empire Theme Zone)

Outstanding Big Ride Suppliers for Land Parks

China: Golden Horse Technology Entertainment Corp. Ltd. (GJT-60A Sky Tower, Shandong Weifang Fuhua Amusement Park)

Beijing Shibaolai Amusement Equipment Co. Ltd. (Suspension Powered roller coaster, Guangzhou Sunac Land) **Overseas:** Huss Park Attractions GmbH (Sky Tower 120-70, Changsha Window of The World) Antonio Zamperla SpA (WindstarZ, Shandong Weifang Fuhua Amusement Park)

Outstanding Thrill Ride Suppliers for Land Parks

Overseas: Vekoma Rides Manufacturing B.V. (Hyper Space Warp – CELESTIAL GAUNTLET, Changsha Fantawild Oriental Heritage Theme Park) Antonio Zamperla SpA (Air Race, Guangzhou Sunac Land

Outstanding Dark Ride Suppliers

China: Beijing Sweet Technology Co. Ltd. ('Assembly' VR-Ride, Huayi Brothers (Suzhou) Movie World) Shanghai Hirain Culture Group Co. Ltd. ('Decisive Battle Royal Palace' dark ride, Tan Ancient City Tourist Town)

Outstanding Roller Coaster Suppliers

China: Beijing Shibaolai Amusement Equipment Co. Ltd. (Dragon Sliding roller coaster, Kuwan Village, Shaoxing, Zhejiang Province)

Golden Horse Technology Entertainment Corp. Ltd. (XGC-16B Suspension roller coaster, Shantou Children's Park) Overseas: Intamin Amusement Rides Int. Corp. Est. (Dueling Dragons, Guangzhou Sunac Land)

Outstanding Motion Theatre Suppliers

China: Shanghai Hirain Culture Group Co. Ltd. ('Huaxia Magic Tour' Flying Theatre, Tan Ancient City Tourist Town)

Brogent Technologies ('Fly Over China' i-Ride attraction, Beijing Shijingshan Amusement Park) JiangSu JinGang Culture & Technology Group Co, Ltd. ('Fly Over Yan'an', Yan'an Revolution Memorial Hall) **Overseas:** Kraftwerk Living Technologies GmbH (Magic Glaze 5D attraction, Changsha Tonguan Kiln International Cultural and Tourism Centre)

Outstanding Medium/Small Ride Suppliers for Land Park

China: Zhongshan Gangkou Lehong Amusement Equipment Factory (Adventure Shark Island) Zhongshan Zhile Amusement Equipment Co. Ltd. (Ledi Train, Zhongshan Zhiqu Paradise)

Overseas: Antonio Zamperla SpA (Magic Bike 10 arms, Guangzhou Sunac Land)

Outstanding VR Product Suppliers

China: Beijing Sweet Technology Co. Ltd. ('Assembly' VR-Ride, Huayi Brothers Movie World (Suzhou))
Beijing Leke Aoyi New Media Culture Co. Ltd. (The Jiaolong, Ningbo Our Sea Waterpark, Zhejiang Province)
Guangzhou Zhuoyuan Virtual Reality Technology Co. Ltd. (Phantom VR + attraction)

Outstanding Arcade/Game Suppliers

China: Guangzhou Lierfang Electronic Technology Co. Ltd. (King of the Elves, Manradi Nanning) Zhongshan Guangyang Amusement Technology Co. Ltd. (Happy Blasting Ball, Adventure Sunshine Paradise, Hunan, Changsha Province)

Outstanding Big Water Ride Suppliers

China: Guangdong Dalang Water Park Equipment Co. Ltd. (Shuanghuan Grand Loop, Huizhou Fuli Bay Water World)

Guangzhou Haisan Amusement Technology Co. Ltd. (Space One Slideway, Ningbo Our Sea Waterpark, Zhejiang Province)

Wang Ming International (Lai An Xing Mao Water World)

Overseas: WhiteWater West (Spinning Rapids Ride,
Shanghai Haichang Ocean Park)

ProSlide Technology Inc. (New Tornado 60 + TornadoWAVE60, Nanchang OCT Maya Waterpark)

Outstanding Big Interactive Water Ride Suppliers

China: Guangdong Dalang Waterpark Equipment Co. Ltd. ('Animation City' Interactive water play structure, Meihekou Nuoya Happy Water World) Guangdong Hangyi Water Park Equipment Co. Ltd. (5341 # large-scale Interactive Water Village, Xianren Lake Waterpark, Huanggang, Hubei Province)

Overseas: WhiteWater West (the Over/Under Water Slide, Wuxi Sunac Water World)

Outstanding Medium/Small Interactive Water Play Suppliers

China: Shenzhen Zhuocheng Engineering Equipment Co. Ltd. (Shenzhen Happy Valley)

Outstanding Ancillary Services & Products Suppliers

China: Beijing Global Water World Technology Co. Ltd. (Meteor Liquid Ceramics, Suzhou Bay Fantasy Water World, Suzhou, Jiangsu Province)

Outstanding Ticketing & Management Systems Suppliers

China: Galasys PLC (operations management system, Lionsgate Entertainment World, Zhuhai)
Chengdu Multi-Interactive Network Technology Co. Ltd. (Happy Cloud revenue management system, Weifang Happy Four Seasons Fuhua Amusement Park)
Shanghai Hongli Information Technology Co. Ltd. (integrated management system, Sanya Haichang Fantasy Town)

Outstanding Installation Service Providers

China: Shenzhen Renyi Installation Engineering Co. Ltd. (amusement equipment installation, Guangdong Shunde OCT Happy Coast Theme Park Phase A) Guangdong Liansheng Water Environment Engineering Co. Ltd. (water treatment system for Slidewheel, Guangzhou Chimelong Waterpark)

Outstanding Lighting & Performing Arts Products Suppliers

China: Shenzhen Guangfeng Technology Co. Ltd ('Shangyuan Night' outdoor projections, Taihe Gate, The Palace Museum)

Beijing Sanseshi Environmental Art Design Institute Co. Ltd. (night scene lighting solution, Guangzhou Sunac Land)
Beijing Zhongke Waterscape Technology Co. Ltd. (music fountain, Beijing Miyun Gubei Water Town (Simatai)
International Tourism Resort)

Outstanding Live Show Service Providers

China: Shenzhen Chuangyiyuan Cultural Communication Co. Ltd. (performing arts, Lionsgate Entertainment World, Zhuhai)

Outstanding Adventure Parks Suppliers

China: Shenzhen Yonglixing Amusement Equipment Co. Ltd. (Jiayuguan Silk Road Cultural Expo Park) Guangdong Mutong Industry Co. Ltd. (Shanghai Shimao Shenkeng Animation Theme Park)

Kaiqi Group Co. Ltd. (Entertainment Abacus, Chongqing Fengxiang Lake Children's Park)

Nanjing Paigesi Amusement Equipment Co. Ltd. (Engine Slide, Shanghai Qingpu Wanda Mall)

Outstanding Secondary Consumer Products Suppliers

China: Guangzhou Maiqi Sporting Goods Co. Ltd. (Xishuangbanna Sunac Waterpark, Yunnan)

Outstanding Innovative Products Award

China: Dalian Betop Culture Technology Co. Ltd. (giant robot horse, Qingming Shanghe Garden, Kaifeng, Henan Province)

Changzhou Dinosaur Park Culture Technology Co. Ltd. (interactive talk show 'Axi Magical Experiment Class,' Changzhou Dinosaur Park Children's Zone) Beijing Global Water World Technology Co. Ltd. (Meteor Liquid Ceramics, Suzhou Bay Fantasy Water World, Suzhou, Jiangsu Province)

Beijing Orangestone Hardscape Co. Ltd. (product application for Rose Square, Shunde OCT Happy Coast PLUS Happy Hour Theme Park)

Beijing Sweet Technology Co. Ltd. ('Assembly' VR-Ride, Huayi Brothers Movie World (Suzhou))

Hangzhou Shuixiu Culture Group Co. Ltd. (light and shadow water dance show, Fengqi Lake, Geographic Information Town, Deqing, Zhejiang Province)
Shenzhen Guangfeng Technology Co. Ltd. (Super Bright Laser Projector S4K50 / 60, InfoComm Beijing 2019)
Hanhe Tianchen (Xiamen) Technology Co. Ltd. (5D

The winners continued:

holographic show 'Zundao Xingyi,' Bailuhu Park, Zunyi, Guizhou Province)

Overseas:

ProSlide Technology Inc. (New Tornado 60 + TornadoWAVE60, Nanchang OCT Maya Water Park) Polin Waterparks (Cobradillo Slide, Texas Water World, Wuchuan, Guangdong Province)

Outstanding Chinese Parks Awards

Outstanding Outdoor Waterparks

Atlantis Water World Shanghai Maya Beach Waterpark Wet'n'Wild Haikou Yinji Happy Oceans Waterpark Xiamen Fantawild Waterpark Nanchang OCT Maya Beach Waterpark

Outstanding Indoor Theme Parks

Guangzhou Sunac Water World Hangzhou Kaiyuan Senbo Holiday Park Yinchuan Tianshan Sea World

Outstanding Indoor Theme Parks

Dinosaur Club (Shanghai Baiyulan Plaza) Shimao Hello Kitty Shanghai Tan Time Journey Haichang Pet Park (Suzhou) Aofei Happy World Huai'an Longgong White Whale Splashing World Haichang Pet Park (Nantong)

Outstanding Family Entertainment Centres

Changchun PartyMap Zhuzhuxia Fairy Tale World Universal Cartoon Play Valley Dujiangyan Fruit Man Planet Wuxi Plants vs. Zombie Theme Farm

Outstanding New Parks

Nanchang OCT Maya Beach Waterpark Jiayuguan Fantawild Silk Road Dreamland Guangzhou Sunac Snow Park Happy Coast PLUS Liuzhou Crete Bay Waterpark

Outstanding Snow-Ice Parks

Yinji Ice and Snow World Harbin Sunac Snow Park

Outstanding Theme Park Events

'Chaowan Festival,' Shenzhen OCT Park 'Boonie Bears Symphony Concert,' Zhuzhou Fantawild Dreamworld Kingdom

'Dolphin Music Festival,' Ledao Ocean Kingdom 'Spring Festival Temple Fair,' Guosetianxiang Theme Park 'Xi'an LHC Music Festival,' Lehua Happy World 'Back to the Tang Dynasty Family Festival,' Huayi Brothers Movie World (Suzhou)

'FUN Langsenxia,' Suzhou Park Forest Water World 'Di Renjie Halloween Event,' Huayi Brothers Movie World (Suzhou)

'Crete Bay Water Splash Carnival,' Liuzhou Crete Bay Waterpark

'DTM Electronic Music Festival,' Dalian Haichang Discovery Kingdom

Outstanding Theme Park Live Shows 'Dream Show,' Shenzhen OCT Park

'Song of the Thousand Islands,' Fantawild Asian Legend Theme Park

'Qin Han • Fengyun,' Lehua City • Qin Han Garden

'Magic Book Adventures,' Changzhou Dinosaur Park 'Zhu Lian Bi He Laser Water Show,' Guosetianxiang Theme Park

'Guai Ka Chuang Tian Guan,' Huayi Brothers Movie World (Suzhou)

'Ghost Charm Bride,' Dalian Haichang Discovery Kingdom

Outstanding Theme Park IPs

Zhuzhuxia Guang Fu Xin Ci Yuan Huayi Brothers Movie World (Suzhou) Shimao Hello Kitty Shanghai Tan Time Journey Dujiangyan Fruit Man Planet Shanghai Shimao Dream City

Outstanding Featured Services

Guosetianxiang Waterpark Wet'n'Wild Haikou Liuzhou Crete Bay Waterpark

Outstanding Theme Parks

Shanghai OCT Park
Wuhu Fantawild Tourist Resort
Guangzhou Sunac Land
Lehua City • Lehua Happy World
Guosetianxiang Theme Park
Wenzhou Park
Hefei Sunac Land
Shanghai Shimao Dream City

Outstanding Leadership

Luo Qi, general manager, Zhongshan Yangtze River Water World

Liu Chenyu, general manager, Suzhou Bay Fantasy Water World

Most Popular Theme Parks

Yinchuan Tianshan Sea World Haichang Pet Park (Suzhou) Changsha Fantawild Oriental Heritage Jingzhou Fantawild Oriental Heritage Nanchang OCT Maya Beach Waterpark Huayi Brothers Movie World (Suzhou) Handan Fantawild Legend Kingdom Ningbo Our Sea Waterpark Zhengzhou Fantawild Tourist Resort Jiayuguan Fantawild Silk Road Dreamland Wuhu Fantawild Tourist Resort Xiamen Fantawild Tourist Resort Nanning Fantawild Asian Legend Theme Park Zhuzhou Fantawild Tourist Resort Liuzhou Crete Bay Waterpark DreamEast Jiashan Beijing OCT Park Yinji Ice and Snow World Zhigu Paradise Changchun PartyMap Zhuzhuxia Fairy Tale World

Outstanding Investors Awards

Outstanding Developers in Cultural & Tourism Industry

Chengdu Tianyou Tourism Group (Dead Sea Tourism Resort, China)

OCT Group (Shunde OCT Happy Coast PLUS)

Outstanding Cultural & Tourism Projects

Shenzhen Chuangyiyuan Cultural Tourism Co. Ltd. (Chuangyiyuan Happy Town) Changchun Shimao New Century Ski Resort Management Co. Ltd. (Changchun Shimao Lianhua Mountain Ski Resort)

Outstanding Industry Practitioners Awards

Outstanding Contribution to China Amusement & Attractions Industry

Xiayan, chief designer, Xiayan Group Xiaodi, president, Dalian Betop Culture Technology Co.

Liu Daoqiang, president, Huaqiang Fantawild Technology Group Co. Ltd.

He Zhixiong, president, Dalang Group Chen Yi, general manager, OCT Xi'an & Tianjin branch

Chen Yi, general manager, OCT Xi an & Hanjin branch Zhu Zhengzheng, president, Shanghai Max Building Landscape Decoration Engineering Co. Ltd.

Zhao Xiaobing, general manager, Beijing Happy Valley Chen Zhimin, deputy general manager, Chengdu Tianyou Tourism Group

Li Kehui, Wuhan Happy Valley

Outstanding New Practitioners for China Amusement & Attractions Industry

Lu Biao, president, Shenzhen Yonglixing Cultural Tourism Group Co. Ltd.

Huang Xiaolin, general manager, Happy Valley Tourism Branch of Chongqing OCT Industrial Development Co.

Wang Lizhong, CEO, Beijing Orangestone Hardscape Co. Ltd.

Zhang Hanfeng, general manager, Investment
Department, Suzhou Gaoxin Tourism Industry Group Co.
Ltd

Shi Tingfeng, general manager, Guangdong Hangyi Waterpark Equipment Co. Ltd.

Liu Taiping, executive general manager, Dead Sea Tourism Resort, China

Feng Zhenxin, general manager, Beijing Hualv Happy Water Cube Waterpark

Qu Lu, marketing director, Liuzhou Crete Bay Waterpark

Lifetime Achievement Award



Zhao Wenjing, chief consultant of Haichang Ocean Park Holdings Co. Ltd., honorary chairman of Shanghai Haichang Tourism Consulting Co. Ltd., vice-president of CAAPA



Liu Guanhua, assistant president of OCT Corporation and general manager of Happy Valley Group

Asia Attractions summit

Also during the day of December 5, Asia Attractions magazine held a summit for the development of Chinese cultural tourism and the attractions industry. Zhao Wenjing, chief consultant of Haichang Ocean Park Holdings Co. Ltd., honorary chairman of Shanghai Haichang Tourism Consulting Co. Ltd. and vice- president of CAAPA, and Wei Bin, assistant president of Sunac Cultural Tourism Group and general manager of Guangzhou Sunac Cultural Tourism Entertainment Management Company, delivered opening speeches.

Zhao Wenjing said in his presentation: "Every company and individual who has made a difference to the Chinese cultural tourism industry is a dream catcher. On the road to dream pursuit, we need cutting-edge and rich knowledge to help companies keep forward and we need professional and authoritative awards to recognise every advancement of enterprises and individuals. From this perspective, the 2019 Cultural Tourism & Leisure Entertainment Development Summit and the Golden Crown award ceremony, organised by Asia Attractions, delivered a deep meaning. I very much hope that Asia Attractions can hold this event every year to promote the industry as much as possible."

In his opening speech, Wei Bin said: "As a cultural and tourism complex newly opened this year, Guangzhou Sunac Cultural Tourism City is the first completed project of the Sunac Group in first-tiered cities. Since Guangzhou Sunac Cultural Tourism City opened half a year ago, it has welcomed 300,000 tourists and shown steady operation, giving Guangzhou Sunac and the entire Sunac Group full confidence in the cultural travel industry. In the future, Sunac hopes to provide more happiness to tourists and make every effort to build a more comprehensive themed leisure and entertainment complexes."

Later in the keynote speech session, Alan Mahony, vice-operation president of Sanya Atlantis Marine and Water World, gave a speech on the subject of Integration and Innovation of Waterparks. Wei Bin also delivered a keynote speech on Opening Up Parks to Help Integrating Multiple Formats of Cultural and Tourism City. Louis Alfieri, president and chief creative officer of Raven Sun Creative, gave a keynote speech entitled Strategies for Location Based Entertainment Investment and Development in the Asian Market, while Ms. Li Changxia, co-CEO of Haichang Cultural Tourism Division and Dean of Haichang Cultural Tourism Academy, gave a keynote speech entitled The Integration and Innovation of Theme Cultural Tourism and Urban Leisure Entertainment.



Chairman of Daca Tourism Culture Development Co. Ltd., founder of Shanghai Xiadan Creative Design, chief consultant of Hengrun Group, honorary president of the Cultural Tourism Industry Research Institute and special adviser to Jiangxiang Village, Liu Yuzheng, delivered a keynote speech called New Engine of Cultural Tourism Industry: City Cultural Travel, while Bruce McMillen, partner and design director of RVJMA Design Company and partner Nelson Jeng, director of operations, shared a keynote speech on the subject Market uncertainty requires

speech on the subject Market uncertainty requires Creative Design.

Following a highly successful summit, guests took a tour to Guangzhou Sunac Mall, Guangzhou Sunac Ice and Snow World and Guangzhou Sunac Land.

"It is now the fourth year in which we have presented the *Asia Attractions* Golden Crown Awards and the second year for the *Asia Attractions* Global Theme Attractions and Leisure Summit. We have received very positive feedback and that's why we continue with it," said *Asia*

Attractions' publisher Zhang Li. "As an active member of the amusement and attractions industry, we hope the summit and the awards help to promote the healthy development of excellent, high-quality companies. In turn this can encourage a healthier industry."

The next Asia Attractions Golden Crown Outstanding Suppliers and Parks Awards will launch in June this year. The ceremony is scheduled to take place on December 3 in Guangzhou, China. For more information concerning application dates and sponsorship opportunities, please contact Ms. Han Zhao at admin@leisureandattractions.com



Wei Bin, Sunac, general manager of Guangzhou Sanac theme park where the awards ceremony and seminar are held

About Asia Attractions

Asia Attractions is the leading business magazine for the amusement industry in China and a sister publication to InterPark, providing Chinese and international news, interviews, insight, features and reports covering the Chinese attractions and amusement industry since 2012. After seven years, the Asia Attractions brand has developed a network of magazines, annual catalogue, website, self-media platform and WeChat platform. It has been well recognised by most Chinese investors, operators and manufacturers, including Evergrande, Chimelong, OCT, Fanta, Wanda, Sunac, DreamEast, HaiChang, Hua Yi Brother Studio and more, along with many suppliers around the world who do business within the Chinese market.

InterPark celebrates 25 years of industry news, opinion, review and analysis



AS readers will have seen from the front cover of this issue of InterPark, 2020 marks the 25th. anniversary of the founding of our publication.

In that time we have literally travelled the world to visit numerous parks, manufacturers and suppliers in addition to covering all the major trade shows and a host of other events, including those in Europe, the US, the Middle East and Asia. It's been a fascinating and rewarding journey so far and long may it continue.

Once again in this special issue we provide our usual mix of industry news, features, interviews, show coverage and more but in addition to this we have also talked to a wide range of industry representatives from both parks and suppliers to compile a detailed look back at the past quarter century to see how they view this period and how the business has changed and developed during this time.

We also asked them about trends, visitor expectations, key developments within their own organisations and personal achievements in the period, all of which provides a thoroughly enjoyable and interesting overview of how the industry as a whole and specific companies and parks have progressed.

Enjoy the read – and here's to InterPark's next 25 years.

Andrew Mellor, Editor

Dennis Speigel, International Theme Park Services (ITPS)



"The industry has become less entrepreneurial due to the roll-up of the industry and the larger companies coming in and squashing the spirit that developed the pioneer days of the business. This is typical of a maturing industry," comments ITPS founder and CEO Dennis Speigel. "Also, while still a global family, there appears to be less of a 'member serving member'

approach. We are still helpful in many ways to one another, but some of the personal aspect seems to have been lost, again as the industry matures.

"We have also become more and more technologically driven and that works on our industry's behalf. Just look at the amazing attractions we offer to guests worldwide – always becoming more exciting, entertaining and magical!

"Safety programmes and improvements, as well as engineering, have seen the greatest leaps forward in terms of improvement than ever before, in our 100 years of IAAPA. With technology advancements, we have gone from manpower (literally) operated rides and attractions – a person pulling a gravity lever to stop a roller coaster – to systems of NASA related engineering!

"Visitor expectations have grown and gotten larger in terms of their expectations. The season pass holder has become the 'smartest' segment of our visitor demographics; they know when to come to a park, when to avoid peak times, how to get the most advantage from a park. For several of the larger regional park operators in the USA they account for over 55 per cent of a company's total attendance – 'a lot of eggs in one basket,' as they say. Visitors have come to expect higher, longer, faster excitement tied to technology. If it is not good or up to expectations, they will let an operator know immediately. Also they have become instant 'news hounds' – with a mobile phone, everyone can phone in an immediate photo op of any type of incident that occurs in a park. It makes them instant reporters.

"Within our own company, ITPS is proud to have remained at the forefront of the industry's leading consultants. We have always been practioners not theorists. We analyse, conceptualise, design, train and operate. We have kept ahead of the competition curve by always being flexible with the services we provide.

"We (ITPS) continue to learn and innovate no matter where we might be working in the world. When the leisure industry saw a significant downturn due to the economy in the mid-2000s, ITPS was drawn into the merger and acquisition world. Since then we have been responsible for transacting over \$700m in leisure transactions. I/we have remained active in the investment community by advising dozens of private investment firms on our industry.

"I/we are the most quoted people in the industry on many levels of information. We keep our research team finely tuned and honed in on trends, happenings and all aspects of the industry.

"The ITPS Daily News is one of the most read daily news organs in the leisure industry. Many of the global leaders of our industry tell me every year at IAAPA it is the first thing they read in the morning with their coffee! We have also now worked on over 500 projects in 50 countries. And we see no sign of let up!"

Ruud Koppens, ETF Ride Systems, the Netherlands



"The amusement park industry has become much more professional," says Ruud Koppens, president of ETF Ride Systems. "Parks also listen to the public demands and react on their wishes. Customer reviews are also targets for parks today. Next to this of course the park industry has followed

the manufacturers with the development of their technically improved rides in all aspects.

"I think three of the most important developments within the industry during this period have been larger, higher, more speedy attractions and more interaction; more themed and IP related rides and parks; and the integration of modern interactive technology options, e.g. animatronic based rides became media based rides.

"Visitors are more demanding and want absolute value for money," Koppens continues. "They expect a total experience, better and more theming, more thrilling rides or alternatively more interactivity during a ride, including an interesting preshow during their waiting time for a ride."

As far as changes and developments at ETF are concerned, Koppens comments: "Our customers want us to think about the total concept and give them the correct advice and after this, they want us to adjust the type of vehicle and the version accordingly. Technically we have developed already the third generation of trackless ride vehicles in the past 20 years and are working on the next one with again more options in freedom driving around. We also see that interactive systems have become more important – these can be media based, AR, VR – and the need for these to have exact timing and synchronisation.

"We are very proud of all the nominations and awards that we have won in recent years. This is recognition of the trackless vehicle technology which we have promoted for 20 years and are leading suppliers off in the world. This trackless ride technology created new dimensions and options in dark rides compared to the traditional track-bound rides. Next to that our continuous development ensured it also became a very reliable system; many customers have uptimes of 99 per cent or even higher, while low operation and maintenance costs are also linked to our systems."

Terry Monkton, Simworx, UK



"One of the biggest changes within the industry in the past 25 years has been the development of media based attractions," says Terry Monkton, CEO of Simworx. "25 years ago there was the Cine 180 and 360 attractions and these would be the only thing that a park might have that was media based. Today, parks have multiple media rides or even solely media

based attractions. We have also seen the evolution of the media based attractions industry as a whole during this time.

"Intellectual property rights are another big development. 25 years ago these were only found in use at Disney and Universal whereas nowadays brand owners recognise the incremental revenues available when IPs are linked to rides at parks around the world. The best way to promote a brand is through media.

"With this in mind the introduction of media based attractions is clearly one of the three most important developments that we've seen during this period. The use of brands and IPs in mainstream parks is another while the influence of social media and people sharing their days out to increase the exposure of venues is another. It allows for instant feedback on rides and attractions, F&B outlets and much more.

"And visitors expect to see such things. They want to see brands and IPs more. They want to see the latest roller coasters and media attractions and they also expect more theming. They expect more generally."

Monkton also notes how things have changed for Simworx over the years, telling InterPark: "23 years ago we were doing capsule simulators with standard definition films, for eight to 16 people and with a value of around GBP100k to GBP160k. Now AV technology has evolved with the use of huge screens and 4K HD resolution so we've developed much bigger attractions such as our AGV Dark Rides, 4D/5D Effect Theatres, Flying Theatres, Immersive Tunnels and more. These offer the latest technological developments as well as being able to cater to hundreds of guests at a time.

"So from effectively having two small products we've now gone to 10 in the product range with a varied price scale which gives parks the opportunity to buy more, so for example we've done three or more attractions in one place in some cases."

And he adds: "We took the decision 15 years ago to move away from capsule simulators and the 4D cinemas we developed were game changers for us. They opened up more markets and led us into parks and larger venues that wanted higher capacity attractions. Then, when we developed the Immersive Tunnel, the first one of which opened in 2014 at Movie Park Germany, this was also a game changer for Simworx due to the high throughput it offered and because it was a technically advanced solution not out of place at major parks globally. It gave us a lot of credibility within the industry and gave us the impetus to develop things like the AGV Dark Rides and Flying Theatres."

Jeroen Nijpels, Zierer, Germany



"We at Zierer have seen one major switch from the fun fairs to the parks taking the lead in new attraction development," company representative Nijpels. "While Jeroen 25 years ago the market for new ideas and new rides was still very much dominated (in Europe) the showmen, with

Oktoberfest in Munich 'the' place to see new ideas and negotiate new deals with parks from all over the world, this has now completely disappeared.

"All new ideas for us in recent years have come from parks. As such, today Zierer hardly produces any travelling amusement rides at all anymore; our complete focus is with the parks. Another key development has been the increased focus on safety standards at an international level, as well as an incredible growth of new and developing markets, including places like China, Indoneisa and the UAE.

"In terms of visitor demands, today there is definitely more of a focus on storytelling and fully immersed/themed experiences. While 25 years ago in many places just the mechanical attraction was more than sufficient, now heavy levels of theming and decoration, as well as the use of intellectual properties, have changed the playing field for suppliers and parks alike."

For Zierer, one of the main changes has come from its move away from travelling amusement rides. "We have been able to focus completely on keeping our rides up to the most current standards being applied around the world, either European, American or Chinese for example," says Nijpels. "We have been able to create and develop a portfolio of roller coasters for all segments of the family, from the smallest children to the most demanding teenagers and coaster fans, while at the same time keeping our ever-greens like the Wave Swinger relevant and high in demand, more than 40 years after its original introduction. We have also focused on some smaller family attractions, of which our Family Freefall Tower has grown into a huge success for the company.

"As well as this, the introduction of our Vertical Drop element in two coasters some years ago has led us into new projects based on the same technology but applied in different ways in various parks around the world. Unfortunately, because of confidentiality agreements (another huge trend over the past 25 years!), we cannot name them, but nevertheless we are extremely proud of these achievements!"



Helmut Fischer, Tripsdrill, Germany



"As Germany's longest standing theme park – in 2019 we celebrated our 90th anniversary – our family has been facing changes in the industry for much longer than 25 years" says Helmut Fischer, co- owner and CEO of Tripsdrill in Germany when commenting on changes and developments within the

industry during the past quarter century. "The theme park industry always had to adapt to changing consumer patterns and growing expectations. Not only has the theme park industry changed but the whole leisure and entertainment industry. Today, potential visitors have a wider choice than ever how to spend their free time."

On the subject of key developments during this time, Fischer notes the trend towards big and spectacular attractions, the increasing need for theming and story-telling and growing professionalism among co-operation partners and suppliers, while in relation to visitor expectations, he observes: "Expectations have been growing, as the whole industry has been developing. On the one hand, there are visitors who are expecting things to become higher, bigger and faster. On the other, the emotional experience has become of growing importance. And this is where we are positioning ourselves. Of course we also need to invest in big

attractions, but at the same time, we carefully integrate each new attraction into our traditional theming 'Swabia anno 1880' which creates the emotional experience."

And not surprisingly Tripsdrill has developed considerably over the past 25 years.

"In 1995 we decided to enlarge our park by 15 hectares to a total of 77 hectares and invest in larger attractions. We started with our white water rafting, Waschzuber-Rafting, in 1995, followed by the roller coaster G'sengte Sau in 1998 and the log flume Badewannen-Fahrt zum Jungbrunnen in 2000. In 2008 our wooden coaster Mammut was the next heavy investment, then in 2013 our catapult roller coaster Karacho. In 2020 we will open two new roller coasters in a double installation – the family boomerang Volldampf and the suspended thrill coaster Halsüber-Kopf which have multiple intersecting track points.

"We have been developing from a park which was known as especially suitable for families with smaller children to a park for the whole family, including youths and young adults. Furthermore, after opening our nature resort in 2010 and expanding it to today's capacities of 28 comfortable tree houses and 20 shepherd's wagons with 222 beds, we developed into a destination for overnight stays.

"We are especially proud that we have been able to continuously develop our park throughout the last 90 years, according to our principles of originality, quality and authenticity, combining tradition and innovation."

Richard Mancey, Paultons Park, UK



"People are now embracing the experience culture and will pay for a quality day out and experience with their family much more than they would have done 25 years ago," states Richard Mancey, managing director of Paultons Park. "Of course the demand for quality in creating immersive attractions and

unique experiences has also risen at the same rate so you have to be prepared to make the most of this. Also the advancement in technology too has been staggering over this period, with modern attractions now able to offer new thrills and experiences which were beyond anything imaginable before.

"Three of the most important developments within the industry during this period have been advancements in technology, changing consumer behaviour with reliance on technology and rising expectations and involving IP and brands in the creation of attractions to appeal to a wider audience.

"In relation to visitor expectations, the world has become a smaller place with longer holidays to visit leisure and amusement facilities around the world now more commonplace. This has of course increased competition for all parks. With customers and guests now able to see the latest attractions on the other side of

the world on their mobile phones or leave instant reviews, they demand quality and value for money above all else and will be able to compare different attractions worldwide perhaps without even visiting them. Technology has allowed us to do a lot more but has also created new challenges for operators; with the majority of ticket sales now sold in advance online, attractions have had to adjust their infrastructure to meet the new demand points."

So what have been the key changes or developments at Paultons Park during this time?

"The introduction of Peppa Pig World and Lost Kingdom as immersive attractions to give visitors the quality, unique experiences aligned with the brand which they demand," Mancey tells InterPark. "Of course the opening of Tornado Springs (in May this year) again will be a huge development for Paultons Park and the largest investment in our history.

"Adapting our infrastructure from the obvious front of house with our new gateway building in 2014 to the development of our website and online presence to allow visitors to buy tickets before they arrive and have full access to all the information they require before their visit, have also been key."

The development of Peppa Pig World at Paultons Park and the creation of "the best pre-school attraction in the UK," coupled to the resulting drastic increase in visitor numbers, is something Mancey is particularly proud of. "The change from a regional to national attraction has been a great achievement for us and something we are proud of and will keep working to improve," he says.



Alberto Zamperla, Antonio Zamperla SpA, Italy



"The past 25 years have witnessed the birth of big groups such as Merlin Entertainments and others, the incredible growth of Disney and Universal and the huge growth and development of the Chinese theme park and amusement industry," comments Alberto Zamperla, president of Antonio Zamperla SpA in Italy. "Some markets

have literally disappeared (just think of the Japanese market, for example) and have been replaced by new ones (China and the UAE).

"Attention to the issue of park and ride accessibility is rather recent in the industry but it is getting more and more important. The application of new technologies such as VR, AR, etc., in the industry is a new trend, but it is still in the 'testing phase,' while what will certainly be a key change within the industry in the near future will be IOT and artificial intelligence.

"In relation to visitors at parks, teenagers have been attending amusement parks less and less, while families have been increasingly visiting parks, which are still perceived as a social environment where people can come together and escape social isolation fostered by intense internet usage.

"Visitor expectations in terms of accessibility have considerably grown and the industry is trying to answer such expectations. Park and ride accessibility to people with special needs is an issue which is set to influence the development of our industry deeply. Visitor expectations have grown also in terms of park/ride theming and themed environments. The spread of 'immersive' video games has fostered the expectation of visitors to be 'immersed' in a different world also when visiting amusement parks.

"During this period, Zamperla has grown from a single ride manufacturer into a group with companies specialised in providing a vast array of quality products, from kiddie rides to the most adrenaline-charged roller coasters, as well as a variety of services and products within and beyond the amusement industry. Innovation has always played a role in our growth and it is set to be more and more important in shaping our future business. Innovation in Zamperla is not a tactic, it is a process which is part of our group business strategy.

But what of personal and company achievements during the past 25 years?

"Antonio Zamperla SpA was founded by my father, Antonio Zamperla, in 1966. The company began with a limited product range of small rides. The business has grown and developed over time, year after year, objective after objective, through dedication, passion, creativity, innovation and a strong work ethic. I have grown up alongside my company and with the support of all Zamperla's customers, who have believed in us and motivated us to work harder to give them the best products and services in our capacity.

"Awards and prizes have been numerous over the years, but 2019 will remain a milestone in both our group and my personal history due to my induction into the IAAPA Hall of Fame, a prestigous recognition which is a great honour for me and which I have accepted with great emotion and am humbled to join past recipients who I deeply admire and respect; my recognition by Blooloop to be among the top 50 key people in the global theme park industry (the Blooloop 50 Theme Park Influencers List 2019 includes people whose work is impacting and driving development in the worldwide attractions industry); and finally the receipt at IAAPA 2019 of two Best New Product Awards for new major rides or attractions in amusement parks and the attractions industry – first place for Nebulaz and second place for Super Air Race."

Gosetto, Italy



For amusement ride manufacturer Gosetto, some of the most crucial developments within the industry during the past 25 years include the importance placed on the ride itself, as the company explained to InterPark.

"Rides now have to be more customisable, more comfortable, all the small details have to be in place and as well as this the service offered to operators needs to be more efficient. This goes hand in hand with adhering to the industry regulations, which have changed a lot – meaning there are now much stricter 'norms' in place.

"The park visitor expectations have also changed significantly over the years. They want a completely immersive experience a lot of the time, not only with increasingly thrilling and virtual rides but an entire package that includes resorts, hotels, restaurants and shops, as well as social media services.

"In order to remain competitive in the market, at Gosetto we have always kept up-to-date with the new safety regulations and new materials available over the years and we are proud of the high level of certifications we have for our manufacturing process."







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Sascha Czibulka, Intamin, Liechtenstein



"Interestingly enough and kind of a nice coincidence, I started my career in the theme park and amusement park industry in 1995, so also 25 years ago," Intamin executive vice-president Sascha Czibulka reveals. "And those 25 years have seen quite some change. We seen and are still are still seeing considerable growth, both in respect to quantity but especially in respect to the quality of the offerings.

Regions and even countries, which did not even know how to spell 'theme park,' are nowadays locations of major theme parks and drive the development. Especially the last 10 years we have seen a very strong development in almost all segments of the theme and amusement park industry.

"I think that also the level of professionalism has increased quite significantly and at the same time it is still the many devoted and dedicated people who make the difference. And another important, and not necessarily in all aspects only positive, development is the fact that our industry became more 'corporate.'

"The first significant development which comes to my mind during those 25 years is that 'theming' became more and more important and is since quite some time now not only limited to the big ones (parks). Storytelling and IP, both more recent developments, are very important in this context too and together with media content tend to play a vital role in our industry and will continue to do so.

"Secondly, the development of theme parks to destinations changed a lot of perspectives. There are many parks that have added hotels to their portfolio and continue to do so.

"And thirdly, at least from a rides manufacturer perspective, the technological development has been huge. It's pretty amazing to see what can be done with ride technology nowadays compared to 25 years ago. I think a great example is Hagrid's Motorbike Coaster at Universal Islands of Adventure, which combines these three above mentioned developments in a state of the art attraction."

On visitor expectations, Czibulka comments that these are "definitely higher and for various reasons. People are considerably more mobile, more educated and have more opportunities to compare with. And the different offerings in the leisure sector set the level and our industry has to compete with that."

And what have been some of the key developments at Intamin during this time?

"Looking back, Intamin used to be associated with towers and in particular with water rides. Having invented the Rapids Ride, when asked what do you associate Intamin with, the answer 25 years ago was water rides. Nowadays most people in our industry associate Intamin mainly with roller coasters, certainly owing to the key technological developments in this ride sector and a number of game changing coaster installations we have executed over the years."

Talking about Intamin's most outstanding achievements over the past 25 years, Czibulka notes: "This is a tough one because there have been, and still are, so many. Intamin has always been at the forefront of technological developments in the rides business. To name only a few, the magnetic braking technology and the drive and launch systems developed by Intamin for coasters are certainly key to the success we are experiencing. But all this wouldn't have been possible without the dedication of the owner family, who continue to invest in Intamin's future and make those impossible things possible.

"On a more personal note, I'm proud and glad to have been part of a number of really exciting projects during my last 20 years with Intamin."

John Davies, Interlink, UK



"The industry has of course changed enormously over the past 25 years and I would say one of the reasons is due to advances in technology Advances safety. technology (mostly computer based advances) have enabled things like computer-generated

graphics and complex computer controlled ride systems to create

new 'high-tech' special effects, simulations and guest experiences. Computer modelling has enabled more complex ride designs to be simulated and 'virtually' tested before being put into production.

"At the same time as advances in computer technology has allowed this, it has also increased the need for guest safety and this has also been enabled with the advances in technology in terms of things like ride control systems and the computer modelling of passenger containment restraint systems and so on.

"On another note, the rise of social media platforms has greatly increased market awareness of theme and amusement parks and has significantly enhanced the reach and growth of the industry. The industry has also in some ways consolidated, with the increase in so-called 'destination resorts,' where instead of rival attractions in the same area merely competing head to head with each other, they have coordinated to market the area as a destination in order to attract guests to stay for several days and visit multiple attractions. This also gave rise to more attractions building hotel and lodging/camping facilities to facilitate extended guest stays."

Davies cites three of the most important developments within the industry during this period as being the rise of social media, the "destination resort" concept and the rise of computer technology (which alone has influenced everything from the admissions ticketing system, through the customer relations marketing methods, to food and merchandise POS systems to the actual rides and attractions themselves), while on visitor

expectations he comments: "Visitors now expect more than just a few thrill rides, a soggy hot dog and some candy floss! They expect to be greeted by friendly staff who can direct them around the attraction and make recommendations and they expect a clean and tidy environment suitable for the entire family age group. They also expect safe and exciting rides which create lasting memories from their often high level of investment for their visit. They expect higher quality food offerings with everything from a fast food type service to a sit down cafeteria/restaurant service. They expect a reasonable quality and range of merchandise, whether it be souvenir type gift items or ride experience photographs."

Davies reveals that the main changes at Interlink during the period have again been advances in computer technology – "this has moved ride design from the drawing board to sophisticated CAD software," he tells InterPark – while

notable achievements by the company include a very recent ride opening.

"I think the new Immersive SuperFlume ride we recently installed in Indonesia is a ground-breaking attraction we are extremely proud of. It combines features from 'traditional' flume rides with advanced motion base and media technology (from Simworx) to provide a world-first unique ride. This has attracted a great deal of interest from around the world and I think this merging of technologies is a clear example of how the market continually evolves with new ideas such as this.

"On a personal note, I think that being involved in this industry for just over 30 years has been a fantastic journey involving working with and getting to know many great people from all over the world and visiting the best visitor attractions the world has to offer. I don't think there are any other commercial sectors to compare with this one in those respects!"

John Wood, Sally Dark Rides, US



"In 1995 the amusement park industry was getting its first taste of major Asian expansion as the middle class grew in that geographic region," says John Wood, Chairman and CEO of Sally Dark Rides, when looking back at the evolvement of the industry over the past 25 years. "Unfortunately, it was also

the timing of a major economic crash in Asia that disrupted the industry expansion for a few years. Meanwhile the north American and European park industry continued to perform well and grow. It was about this time when Six Flags Corporation went on a buying spree of parks in both regions which set up a climate of change and consolidation. The impact of investor ownership of major chains remains an active influencer in the business. For the most part, I believe this change has been beneficial and the industry is bigger, better and stronger than ever

"Among the most important developments within the industry during this period have been the international development of the Disney and Universal parks, which not only spread awareness of the industry to new markets but also stimulated other developers to follow suit. Additionally, the investor driven consolidation of Six Flags, Cedar Fair and Parques Reunidos parks. This movement purchased a number of family owned and entrepreneurially driven parks into the corporate world of consolidation. And also, from our perspective, the

development of interactive dark rides as a new family attraction offering has had the most significant impact on us.

"As far as visitor expectations are concerned, I'm really not too sure that they have changed (in the past 25 years). Visitors still expect clean wholesome fun at an amusement or theme park. Many of the attractions have been around for decades, if not centuries, entertaining the mass market. Visitors still expect a clean environment and great customer service and safe but thrilling rides to enjoy. Just the same, people are influenced by the new developments at Disney and Universal which have driven regional expectations up.

"At Sally, it was approximately 25 years ago that we designed and built our first interactive dark ride, with great success. Since that time we have developed dozens of different varieties of gaming rides in parks around the world. It wasn't long after our initial success that we also saw Disney and Universal follow suit with Buzz Lightyear and Men in Black. As a result of the success of interactive dark rides, we have evolved from being solely an animatronics manufacturer into being one of the most respected dark ride producers in the business. The recent rebranding of our company as Sally Dark Rides is a strong indication of what we feel the future will be for us as a company.

"As mentioned above, as a company we are especially proud of the development and evolution of the interactive dark ride which also stimulated the development of traditional dark rides as a viable attraction in today's parks. Our newest attractions, Battle for Metropolis 4D for seven Six Flags parks and our Sesame St. branded Street Mission for PortAventura, were both great leaps in the dark ride category. As for me personally, there was no greater reward for our efforts than to be inducted into the IAAPA Hall of Fame."

Mario Mamon, Enchanted Kingdom, Philippines



"The theme park park and amusement industry has changed evolved and over the past 25 years in keeping with trends, advancements in technology and the demographics and economies the of various guests particular facility or destination targets," states Mario Mamon,

chairman and president of Enchanted Kingdom in the Philippines. "Foremost is advancements in technology, because this has affected the nature and variety of rides and attractions that are now available, and the speed that information and data travel nowadays – this affects the way we market and sell our facilities and also hastens the spread of news/information, good and bad. Bottom line, the basic tenets of the industry, that of amusing and entertaining guests, remain the same, but the manner in which these are done has gone through a lot of change and continues to do so as we start this new decade.

In addition to the web, internet and the "information age" impacting on the industry, linked to this Mamon cites experiential attractions and hands-on, instant gratification as another key area of change in the way guests want to

experience things, while another key industry development has been the evolution of single day facilities into multi-day destinations to increase length of stay.

Like InterPark, Enchanted Kingdom also celebrates its 25th. anniversary year in 2020 and Mamon comments: "The key changes/developments at our park over the past 25 years lie not only on the kind of rides and attractions we had and added but also on how we marketed ourselves to our evolving and changing generation of guests.

"As we added more rides and attractions from our fifteenth year onwards, we were conscious of the fact that our guests during our first decade were very different from our current guests as they had been more exposed locally and regionally to other facilities and attractions, notably HK Ocean Park and HK Disneyland. Whereas we focused our marketing and selling efforts then on walk-ins and using tri-media (print, radio and TV), we now also give importance to group bookings, may they be schools and/or corporate, and do more of our marketing digitally through the internet, influencers, etc."

And he went on: "The most ground-breaking thing that we achieved when we opened in 1995 and one that continues to this day is that we were able to dream, conceptualise and execute the establishment and opening of the Philippines' first and only world class themed amusement park on a scale and quality never seen in the country before. Our current dream is to now transform our standalone theme park into a multiday, integrated attractions destination that will cater not only to domestic tourists but also to regional ones as well."

Peter van Bilsen, Vekoma Rides, the Netherlands



"Certainly there have been many new attractions, new technology and new projects with a higher level of safety, theming, content and immersive experiences," notes Peter van Bilsen, executive vice-president, sales and marketing, at Vekoma when Rides discussing industry developments over the past 25 years.

"Three of the most important developments during this time have been the upgraded EN 13814, the Chinese GB and ASTM, media based attractions and water rides technology," he adds, also noting that visitors now expect to see better immersive experiences, more content and better quality 4K and 8K attractions at parks.

For Vekoma, van Bilsen says that among the key changes and developments at the company over the years has been the combination of the latest technologies to create immersive experiences, adding that the company is particularly proud of becoming "the largest roller coaster company in the world."

Wyeth Tracy, Empex Watertoys, Canada



"In the past 25 years we have seen a definite shift in the waterpark sector," says Empex Watertoys company president Wyeth Tracy. "In the past, waterparks were just focused on water slides, lazy rivers and wavepools with little thought given to children and young families. Small children's water slides were added – but with the short attention span of this age group, they quickly became

unattractive. Having debuted in the 1980s, water play features have steadily increased in popularity and today, any facility with an aquatic area – such as hotels, resorts, waterparks, amusement parks, municipal parks or recreation facilities – are adding splash pads and even larger spray parks. Amusement parks are now incomplete without a water park component to cool off the family and increase length of stay and have developed into a destination for all members of the family and cover all demographics.

"For me, some of the most important developments in the industry over the past 25 years have included the consolidation that has occurred. Meaning there are now just a handful of big players and fewer smaller owned parks — as a result, waterparks and amusement parks have increased in both size and attraction mix. We've also seen developing countries such as China entering the industry with bigger and more complex park designs as new parks are constructed.

"In terms of visitor expectations, this increase in park size and attraction mix has created a thirst for more complex rides and attractions. People have so much choice when it comes to parks now that they always expect the latest developments to be available. The competition created by this expectation has helped sky-rocket development of new rides and attractions.

"Throughout all of this, Empex has developed from having a handful of small, interactive products in the late 80s, to more than 250 different interactive water features and water play structures. We have established a very strong brand of high quality product and increased our international reach to most countries in the world. At Empex, we pride ourselves on being different and looking different and we have set ourselves apart from the rest, not only visibly, but in quality and performance; we have just celebrated a wonderful 33 years of making children smile."

Keith James, Jack Rouse, US



"From our perspective, the prime change in the industry has been the recognition that it is indeed international major industry," says JRA owner Keith James. "As the world gets smaller and the communication tools become better, our industry is able to exchange – almost instantaneously practices,' opinions and experiences. In turn, the

knowledge accumulated benefits everyone in the business.

"Obviously, an additional and significant change to our industry is the sheer scale. As one can read from the AECOM/ TEA Theme Index or IAAPA reports, or in fact any other tourism information, our industry is often the #1 or #2 financial contributor to most governments.

"As well as this, a change that has been in support of our industry is the rapid evelopment of various technologies that allow us to do things faster and more efficiently. One of the most important developments has been the internet. Communication, information, and general knowledge can be shared around the world within seconds now. Technology has allowed creative industries to entertain us in ways we never thought possible – VR/AR/AI all allow us to create incredible worlds that our guests can experience.

"One other major change we have seen is the growth of social media – it has had and will continue to have, perhaps the greatest impact on our industry. At the press of a button, people are able to share their experiences, no matter where they are. However, this growth of the internet and social media has also had a negative effect on the attention span of guests and audiences meaning they are harder to engage. Having said that, their primary focus is always to have an enjoyable and memorable time with others and so in this respect, guest expectations haven't really changed."

When reflecting on how his company has changed during the last 25 years, James jokes: "The key change is that many of us have got older; yours truly has spent almost five decades in the industry. But based on the maturity and experience we've gained over that time, I would like to think we have improved in our ability to tell stories, entertain audiences and influence and educate young people about the world around them. Our industry, for the most part, began as a collection of family businesses and continues to be very much a family business; the families just continue to mature. Our staff has matured, with the older ones greatly benefiting from the influx of young people and the young people benefiting from the old people's years of experience.

"At Jack Rouse, we have had the opportunity to be involved in many ground-breaking projects over the past 25 years and have benefited from the previously mentioned things, such as the internet, technology, social media and maturity, but the most important thing that we have achieved through the years is the lifelong friends and family that we call our industry."

Giancarlo Bellotti, C. and S., Italy



"But, did it change really?" asks Giancarlo Bellotti, vice-president of sales at Italian manufacturer C. and S., when commenting on changes within the industry in the past 25 years. "I do not see that much of a change. At every trade show I meet the same people, both suppliers and operators.

Year after year a little older and in some cases they're introducing daughters or sons into the business. But basically the same people of 25 years ago. The industry has evolved with the introduction of new digital technologies, while I also think about opportunities offered by social media, cashless payments or the remote technical monitoring of rides. All are useful and powerful tools but didn't develop their full potential yet. After all, the basic rules of the game remain the same.

"Design and manufacturing technologies have been among the most important developments within the industry during this period. Production of amusement rides moved from 'craftsmanship' to industrial engineering and computer aided manufacturing, a process significantly accelerated by the introduction of technical regulations and the presence of technical verification bodies. Also we have seen an increasing demand for the "-est" ride to be advertised. The tallest, fastest, longest and so forth. Somehow the 'hype' given to extreme rides shaded more quiet classical rides still very popular and enjoyed by many park goers.

"And another development has been the concentration of more and more parks and FECs in the hands of fewer owners. Nowadays we face a few investors managing chains of large parks/FECs all around the world. This marginalised many old established, family-run businesses."

Of visitor expectations, Bellotti comments: "As in many other fields they definitely rose to higher levels. Rides and the experiences they give is one thing, but park goers want to be entertained and surprised from their very arrival at the parking lot. Their experience must last the whole time spent in the park and not only while riding. Theming and services offered, from food to toilet cleanliness, all play a role in how a park/FEC is perceived by visitors.

"C. and S. is a small company, so nothing truly revolutionary happened during the period. Still, with our limited resources we were able to approach and successfully utilise new technologies for our work. The most significant change we are going though right now is a generation change, with new, younger people joining the company in recent years. Another change in progress is the expansion of our offer to customers; we are known for bumper cars but we have produced much more and wish to be recognised for that too.

"Looking back at how we started 25 years ago (yes, C. and S. has the same age as your magazine) I would say the first achievement is to be still here! Jokes aside, our link with Zamperla SpA offered us the great opportunity to serve customers at a high international level that we couldn't have reached on our own. Our pride is we have been able to meet their requests and those of international technical verification bodies as well. We made our mistakes and faced troubles like any other company but we, partners and employees as well, in hard times were always able to work as a team."

Dotto Trains, Italy



"Over the past 25 years, we feel the amusement industry has worked hard to increase the quality of products and entertainment offerings it puts out to the general public," says a Dotto spokesperson. "Some of the most important developments within the industry have come from within the services side of the business – focused around customer care and the attention given to people with disabilities. As such, at Dotto Trains, we have also focused our attention on the quality of our products and paid particular attention to our customers' needs. As a result of this, we have been able to achieve a number of goals thanks to our company's willingness to attend to customer expectations."



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Ray Smegal, Proslide, Canada



"The industry has changed immensely in the past 25 years, with innovation the major driver – as attractions and experiences transform guest expectations rise," says Proslide's chief officer commercial Smegal. "In the 80s and 90s, many of the largest theme brands park we know today established and

regional parks, led by entrepreneurs, were emerging. There were major breakthroughs in the 2000s and 2010s, with new technology and the globalisation of amusement parks and waterparks, which in particular experienced accelerated growth as ride innovations became theme park level experiences and consumer demand increased for water-based entertainment.

"Within this growth, three of the most important developments within the water ride industry during this period have been: innovation – this is in our DNA at ProSlide. We're focused on leading the waterpark industry with water rides that are designed and engineered with purpose; then there's the breakthrough waterparks – all over the world, breakthrough waterparks have shaped the potential of our industry. Whether it be park design, IP and branding or technology integration, parks of all sizes have taken business risks to differentiate themselves and compete in their market.

"Last but not least you've got globalisation - over the past

25 years, it has been proven that successful waterparks need the right location, park design, high-quality attractions and a commitment to operations and maintenance excellence. This formula is proven globally with waterparks now in every market in the world.

"Innovation has driven attractions to new levels and as people travel more, they demand more of the experiences in theme parks and waterparks. For example, families travel to major tourist destinations for holidays and then visit their regional parks at the weekend. In response to this behaviour, all our water rides are custom-designed to deliver attractions for the biggest theme parks to smaller family-owned regional waterparks."

There have also been major developments in the past 25 years within Proslide, as Smegal goes on to tell InterPark. "We are committed to innovation and design and invest in people that contribute to our rides and business challenges. We're constantly visioning forward for the next great water ride. We're fortunate to have been awarded the IAAPA Best New Water Ride Award 15 times in the past 18 years. As well, we have been honoured with the prestigious "Best in Class" IAAPA IMPACT Award four times.

"We put our customers at the centre of everything we do. This may seem like an obvious statement but it's rarely done well in business. Most companies strive for financial performance above all else but we set all our goals and management objectives around innovating and benefiting our customers. As part of that comes a focus on ride performance and safety, which is of the upmost importance to us. The future is bright and we remain focused on transforming the future of waterparks."

Benoit Cornet, Alterface, Belgium



"Exceptional has become the new norm," states Benoit Cornet, founder and president of Alterface. "Years ago, a park could 'get away' with medium quality attractions and collections of rides; now the new successful parks are the ones featuring a comprehensive storytelling for their different venues. So out are the fairgrounds and welcome to the

hemed spaces.

"The arrival of the major brands (such as Disney) in other continents (Europe and Asia) has definitely ignited a revolution in the industry. Suddenly, quality was in front of everybody's eyes and it became important to make attractions more affordable and creative. Obviously the emergence of media based attractions is another revolution, 3D, 4D, 5D, while interactivity has totally revamped the way most of us are carrying emotional moments to the public, actively engaging them in the story."

There are different expectations from various clients and various cultures, Cornet comments when looking at what visitors want, and he feels these have not developed in the same way everywhere. "But in general, the obvious trend is a rising demand for experiences and memories," he says. "The interest for 'me' has risen and also the need that life must be a 'fun moment, every moment.' This means that people are also looking for more proximity (hence the success of FECs for instance) and also more 'me-centric' activities. I have the feeling that people are moving from the pleasure of experiencing a moment to the pleasure of showing others they are enjoying this moment."

Alterface has evolved from a small museum and technological centre exhibit provider to a prominent interactive dark ride and interactive technology producer and Cornet says: "I could be considered as a bragging person, but I feel that in our own little way, we have brought some significant changes to the industry – the interactive theatre in 2006, the rotating theatre in 2011, the first affordable media based dark ride, the first video game in waterparks and finally the non-linear dark ride are all milestones that helped move the industry forward, even sometimes in small steps. We of course haven't been alone in this and we will see more such visitor-centric attractions emerging in the coming years."

Jon Weston, RCI Adventures, US



"There has been an increasing demand for attractions that focus on visitor dwell time, safety, a high level of excitement and very interactive over the past 25 years," Jon Weston, RCI's chief sales officer tells InterPark. "There has also been a noticeable need for diverse attractions hands-on activities.

For example, most facilities now feature attractions that encourage young children to participate but also have thrill rides present to satisfy their more daring guests. It's important to have something for everyone if you want to attract the largest crowds.

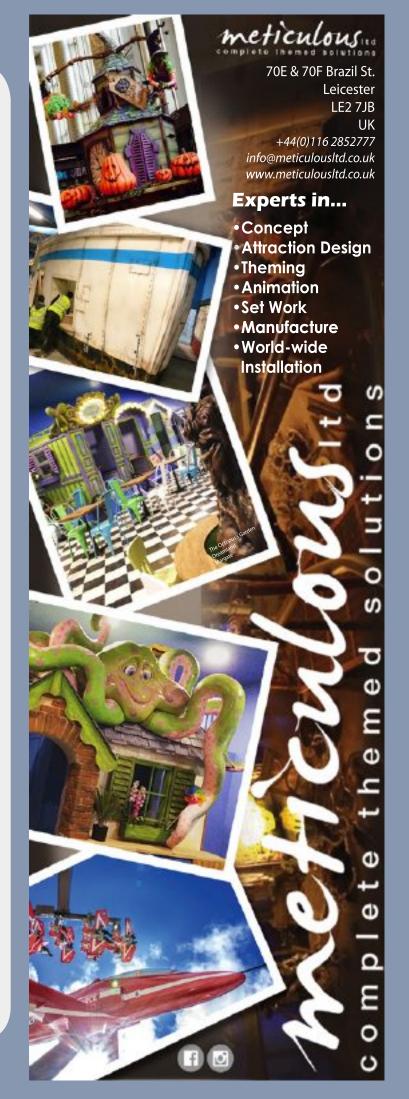
"Specifically, safety has by far been one of the most important developments along with the popularity of non-passive rides or activities and the promotion of family inclusivity. Every participant should only have to focus on having fun so their safety is crucial and can't be overlooked. Visitors to theme parks also want to be immersed, so physically engaging activities like RCI Adventures' Sky Trail or Clip 'n Climb encourage participants to move their bodies and be active with their friends and family.

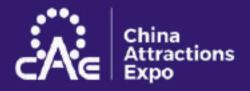
"As part of this, visitors expect more out of the places they go and the activities they choose to interact with. They're also willing to wait longer for the rides they're interested in if it means an amazing experience that they can easily document. The capacity limits of attractions like Sky Trail allow more visitors to be accommodated at one time and give each participant a nice physical break from other rides where you might just be sitting.

"At RCI we have continued to provide quality entertainment for all ages and engineer to international safety guidelines, but one of our biggest changes has of course been our switch from traditional tree-to-tree ropes courses to the more amusement ride experience available to locations both indoor and outdoor.

"Our product portfolio has diversified over the years with the addition of Clip 'n Climb and Amaze'n Mazes but more recently with our first unharnessed net-play offering, Adventure Trail, and the large-scale Destination series, which also features Adventure Trail as a component. Destination series is built to cater to high foot traffic seen at sizable amusement parks with five core attractions integrated within each of the three models.

"We are proud of the progress we make each year as an adventure attractions provider and know that even more great things are to come as we continue to grow. Our partnership with WhiteWater West will allow us to move more of our focus to theme parks while still remaining loyal to the other industries that we serve. 2020 has a lot in store for RCI and we're excited!"







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IN what marked the culmination of a 26 month construction period, the opening of the much anticipated Rulantica water world at Europa-Park in Germany took place at the end of November 2019.

Representing the company's largest ever single investment, the ground-breaking project, which is coupled to the venue's sixth themed hotel, Krønasår, which opened earlier last year, has realised the Mack family's dream of a second gate and provides guests with a spectacular Scandinavian-style water adventure world on an expansion site covering 450,000sg.m, which includes

The Europa-Park managing partners Jürgen, Michael, Roland and Thomas Mack pictured in the new water adventure world Rulantica

areas for further expansion. Now, all-year-round, visitors can explore nine themed settings and 25 unique water attractions, including 17 slides, across 32,000sq.m housed in a breathtaking, 20m high, shell shaped building. And outside in an additional 8,000sq.m area, guests can also enjoy a 500sq.m heated pool with additional attractions and facilities.

"Following over two decades of planning, we have realised our dream of creating one of the most spectacular water worlds in Europe, by building Rulantica on an expansion site covering 450,000sq.m," said Europa-Park owner Roland Mack. "The new water adventure world, Europa-Park and the six themed hotels together offer a unique place to go for a short trip and the perfect holiday destination for families from near and far."

The impressive architecture of Rulantica will catch guests' attention from the very start of their visit, after which they will be equally impressed with the venue's unique mix of Scandinavian landscapes, mystical sceneries and imaginative designs.

The elaborately designed Nordic adventure themed world features nine individual settings. Vinterhall includes a huge glacier mountain, Svalgur, a frozen sea snake, Isbrekker, two shotgun-fall type slides at the end of which guests free-fall from 1.5m into a pool, Vinter Rytt, a Tornado Wave attraction on which guests ride in four-



person tubes, Svalgur Rytt, another four-person tube ride, and Stormvind and Två Fall', both two-person tube slides.

In Trølldal, younger guests are catered for with a large water playground, shallow pools, and climbing and playing facilities, Schabernakker, an exciting double slide for three to 12-year-olds, and the children's slides Tommelplums and Kullerbuller. Additionally, the water playground features trees and rocks and is inhabited by peculiar little trolls – the native inhabitants of the legendary island of Rulantica.

The family attraction Snorri's Saga also starts here. Together with the cute six-armed octopus Snorri, the mascot for the new indoor water world and a key character in the story of Rulantica, young and old are taken on a tour down the Lazy River and can settle into comfortable tubes alone or in pairs. The relaxed ride ambles down a winding 250m canal and past the various themed areas of the water adventure world.

Rangnakor is themed as a city on stilts belonging to the inhabitants of Rualntica. Here guests can find eight Komfort Hyddas for four people, available at an extra charge, eight Komfort Sofas for two people, again available for a surcharge, along with the Skål Bar and the Snekkjas selfservice restaurant. Also in the area are two AquaRocket free-fall slides, Dugdrob and Vildfål, and two adjacent slide tunnels, Odinrås – Hugi' and Munin.

Vildstrøm features the Vildstrøm rapids attraction in the outdoor area of Rulantic in a Nordic landscape, while in Frigg Tempel is the Frigg Tempel heated outdoor pool and the Tempel Krog swim-up bar.

In Skip Beach guests can enjoy activities in an adventure pool featuring a sailing ship, steamboat, various family slides and an obstacle course, while in Skog Lagoon, a peaceful oasis awaits with bubble loungers, whirlpool and









small waterfalls. The Skogbar swim-up bar is also featured here.

Finally in Lumåfals visitors will find a colourful grotto and waterfall along with the Surf Fjørd, a large wavepool in the heart of Rulantica, the Lumålunda self-service restaurant where guests can eat on the restaurant terrace of the Surf Fjørd, and Snorri's Grotta shop where they can purchase a memento of their visit.

As well as all the slides and other attractions, Rulantica also provides guests with 200 changing rooms, 40 family

changing rooms and 3,500 lockers in an 8,000sq.m changing area. Addiitonally, there are 1,700 indoor and 500 outdoor loungers.

The new adventure water world is able to accommodate up to 3,500 visitors at any one time and with the way it is operated that will mean up to 5,000 guests per day. In the main, visitors will have to purchase tickets online in advance of their visit for admissin to the venue on a specific date. Day visitors can buy tickets online around three months in advance, while evening tickets are available one month in advance. Guests of Europa-Park hotels can book tickets when reserving their rooms (from November 29, 2019, to January 10, 2021).

As with Europa-Park itself, Rulantica has been carefully designed with sustainability and eoc friendly operation in mind, innovative technologies such as 3,000 solar panels on the roof over part of the car park (covering 8,260sq.m) being employed which are expected to generate around 1.1m kWh annually. Other measurers incorporated into the project to compensate for ecological damage include a bee pavilion, wildlife corridors and amphibian biospheres, along with the planting of 2,000 trees, 18,000 wild shrubs and 60,000 flowers.





Q&A with Michael Kreft von Byern, general manager, Rulantica

IP: Why did you decide to add a second gate?

MK: Since the first hotel opened at Europa-Park in 1995 the park has developed into more of a resort. The intention has always been to open another park and to do a year-round operation.

Previously we have been open from Easter to the start of November and then again from the end of November to mid-January. We looked to do something attractive in the other part of the year (when the park was closed) and to achieve this we needed a second gate. In surveys with our guests 60 per cent of them said they would like to see a waterpark as a second gate.

IP: What will the second gate achieve as far as length of stay at Europa-Park overall is concerned?

MK: Currently the average length of stay at Europa-Park is 1.5 nights so now we are working towards a two night average length of stay as the goal.

IP: How did you come up with the theme of Rulantica and who was behind its creation?

MK: When we did the first masterplan for the park we carried out an intense benchmarking process with other parks around the world. We hired Chip Cleary as the senior consultant on the project and PGAV helped come up with the first ideas. We also did a feasibility study with David Camp and came up with some strong figures which gave us the confidence to go ahead with the project. We also came up with something different as far as the theming was concerned and created a Scandinavian harbour and hotel linked to a whole storyline and a novel. So with this it was much easier for the design team to create the theming. We then decided on doing an indoor park with an outdoor area.

IP: How does Rulantica differ from other indoor waterparks in Europe and the rest of the world?

MK: Our customers expect to see heavy theming at Europa-Park and we have continued that in Rulantica with the same strategy. We will also grow the park over the years so what you see now is just the start. We will do other things and make it even better. We opened the hotel (Krønasår) on May 31, 2019, and this has been very successful, with a lake on one side and the waterpark on the other. And we didn't choose the familiar Caribbean theming that so many others use but a Nordic theming so it was different.

IP: What were some of the main challenges you faced on the project?

MK: One was permits. It's a very difficult process in Germany because of different regulations and much bureaucracy. Construction is also booming in Germany so it was hard to find companies to do such

a big project. We had to get many different contractors involved in the project.

IP: What are the waterpark's key elements?

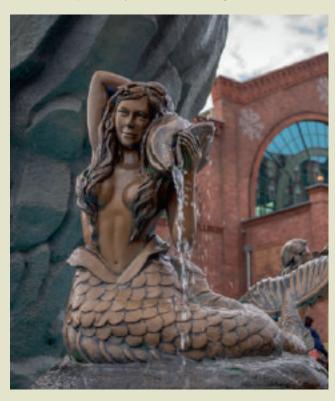
MK: The slides, the theming, the wavepool, the lazy river and the wild river, a large outdoor pool, pool bars inside and outside, with a tent over the outdoor one in the winter, and two large F&B outlets.

IP: How many guests can Rulantica accommodate at any one time and how will this be controlled?

MK: Up to 3,500, with almost all tickets being pre-sold. We decided against people coming and buying tickets on the day to avoid having long queues and turning people away. We have a new ticketing system to help people reserve their tickets, which is a very good way of doing this. We strongly encourage the guests to purchase their tickets online in advance and up until today, this has brought very good results. Every day was sold out over Christmas and we have more ideas on this for the future. The average length of stay is six hours.

IP: Can you provide details of the key contractors involved in Rulantica, such as the manufacturers of the waterslides and other attractions and the theming providers?

MK: ProSlide provided many of the slides and Aquarena also supplied slides and the play structure. Murphy's Waves was another supplier while the rock work was done by Universal Rocks and AAB. The creatives were provided by Mack Solutions Design.



Open to Question

Roland Mack



Roland Mack, Europa-Park, Germany

The founder and owner of Europa-Park in Rust, Germany, Roland Mack celebrated his 70th birthday last October. He is considered one of the most exceptional and successful family entrepreneurs in Germany, who has made millions of children and families happy at Europa-Park. More than 120 million people have visited Germany's largest theme park since its opening in July 1975, with the Mack family having invested more than €900m at the venue without a penny of public subsidy. In an interview with InterPark editor Andrew Mellor, Mack looks back at his time in the attractions industry and how it all began, the opening of Europa-Park and its unique combination with the family's manufacturing company Mack Rides, the park's development over the years, his dream of adding a second gate and that dream coming true and other aspects of the theme park and attractions industry

InterPark: When did you first become involved in the park/attractions industry and in what capacity?

Roland Mack: Very early on. Our family lived on site at the Mack Rides factory premises, which is a traditional thing to do in Germany for the family who owns and manages a company. When I was young we mainly built portable equipment for carnivals and we would set up and test rides on site. I was therefore always right in the middle of the industry and in fact could see the rides we made from my bedroom window.

I often tested rides with my friends, which was a great experience for them as they could ride without having to pay! My father used to take me at a young age to visit the fairs as at the time it was very important to visit customers to discuss new ideas. Each carnival family owned

their own rides and it was what they lived for. They knew everything about them, including how to construct them, how to handle them and so on. We had to organise a lighter machine, for example, so it was easier to move and handle. Also when my father left home to visit the biggest fairs, sometimes he had no orders so he had to get orders at the fairs. The showmen could see how much money they had for new rides at the end of the season and also if they had manged to secure space at certain fairs, as they had a better chance of doing so if they had a new ride. So with my father I visited fairs and circuses too as we made transport wagons for animals, house trailers, show trailers, sales trailers and more. It was important for me to see this as a small boy. We had a very strong relationship with the circus world and the carnival industry. We were always close to the industry when a ride was being put together and the

Open to Question

carnival people used to come to our house for meals and we'd hear their stories. These are really nice memories for me and we had a lot of friends who were clients too. The input into the development of Mack Rides was heavily connected with the carnival people.

IP: When did Europa-Park first open and what was the inspiration behind the decision to build a park?

RM: In 1975. The first idea to do this was at the end of the 1960s. My father began delivering rides in the 50s and in 1950 delivered a Wild Mouse ride to the US. By doing so he saw the development of the coming park industry with Disney, Six Flags and others and by watching this, the idea came to him to do his own park as we had delivered rides and systems ourselves already. There were no other real theme parks in Germany at the time but he felt it would have to be something different and unique so the people would want to drive there. Obviously this was different to the carnival way where the showmen took the rides to the people. It was clear that if we were going to do a park it had to be different to the carnivals.

We had originally had a partnership with the Tiemann family of Heide Park, also in Germany, but Mr.

Tiemann passed away and we bought their shares.

I then switched from the plan for me to be in the manufacturing business to go to run the park. It was a big demand from my side but I was inspired by visits to California in the 70s and was convinced we had to build a park as we felt it was something that was missing in the German culture. My father felt the same and wanted someone from the family to follow him.

IP: I'm sure there have been many, but can you pick three or four key highlights in the park's history that particularly stand out?

RM: We were checking out different sites and it was clear that the park shouldn't be too far from the Mack Rides factory. We are located in a holiday destination area so we checked points up and down near Freiburg. This was the first European city after World War Two but we couldn't get planning permission there so had to look elsewhere. We finally found an old castle park with wonderful nature, trees, a river running through it, the castle and more and felt this was a good site. We then chose a European theme for the new park.

We decided to add hotels about 15 years after opening so that we could become a destination. Another trend we started in 2001 was winter opening to keep people coming to the park and to keep the staff in the park, in the restaurants and in the hotels. All the time we were heavily involved in the destination scenario.

RM: We decided to be a real family park. If you look at other parks around the world such as Disney, which has several parks in its portfolio, those destinations for families are the most successful. So my father decided to build for the family market. We had no big coasters to begin with and our constant success is from the family side. Also quality, quality, quality is vital for the success of a theme park but you also have to be innovative too; you can't survive just on quality but need to be innovative, such as with the VR rides we offer now in combination with the analogue

The layout and plan of the park is also important and people need to have a good vacation so they come back again. Every year I feel the quality of the personnel — they are friendly, competent, observe safety and cleanliness in the park, help people in the park and so on. The older I get the more I feel the combination of quality, good personnel and good service are more and more important.

attractions.

IP: What has been your most successful attraction in terms of return on investment?

RM: It's very hard to say. I think we sell a vacation feeling so everything together makes our visitors

Roland Mack was inducted in to the IAAPA Hall of Fame in 2016



Open to Question



come back. A ride lasts five minutes so you have to feel you are in a different world when you are here. All that provides an emotional feeling which all helps to pay into this success. So it's not one thing. People often ask about the ride Pirates in Batavia and when this is coming back as they enjoy this sort of experience in particular as they do it together with their family and friends and feel they are on vacation. When it rains they come back to the hotels where the theming from the park continues so the atmosphere continues when they sit down and talk and relax. That's a key point of our success.

The decision to go into the resort business was also key. We now get visitors from further distances and attract large numbers this way, so have a totally different catchment area nowadays.

IP: How do you incentivise your staff to do the best job they can?

RM: You shouldn't ask them to do things that you wouldn't do yourself. Also, the quality of their job situation is important as is good service and facilities during their breaks. We are getting personnel from over 500km away so need to provide accommodation that is clean and good quality.

We do many years of training of staff on rides but also in intercultural expertise, languages, in kitchens and in different food so people from different countries can learn about different foods. Young people can get a lot of expertise for the rest of their lives from us and make themselves ready for the future. We also offer a combination of attending university and working on site which is getting stronger each year.

IP: What do you feel are some of the main challenges facing park operators in general today, apart from competition from other parks?

RM: We have very open and informed customers and global thinking customers who know what's going on in the world and in our industry because of all the information available on the internet. So people visit new attractions for long weekends. This is a big change to when we first started the park so it's the kind of competition we never previously thought about. But it's good for the industry and the manufacturers to have to be on a level with the public more now than 30 years ago.

IP: What do you see as some of the key trends in the European parks industry at the moment?

RM: To find the right mix (of attractions) between all target groups. If you have attractions like Voletarium you can do your own storyline, as we are doing in Rulantica (the new indoor water world at Europa-Park). So story telling is one trend.

Seasonal opening is another. October is almost as good as the summer for Europa-Park. Winter opening too; 19 years ago we were closed during the winter but now it is very important as it gives the park a change of look which is important for repeat business and combines with the seasonal weather situation. So you have this along with the summer feeling and autumn feeling and at all these times we also change some shows, the parades, décor, etc. It's very special in the park and keeps people coming back, especially in the winter. We also open at night and have a light parade so it looks completely different to the summer. We have 80 per cent repeat business which is key to our success.

IP: Do you think it is necessary for parks to invest in new attractions every year or can other things be done to keep visitors coming back?

RM: Over the years we have had a constant investment plan. In the beginning we had a seven year plan but now this is ongoing. Italy was our first themed area and now we have 15 (European areas) and also a second park. We work with the emotion of people and to catch this you can only do it with new attractions. We have to be trendy in one way but also add some new things to make you feel good like at home. It is important to be on site in the office to feel the daily pulse of the park and be close to the visitors, so the chance not to succeed is very small. We are in a unique position as we are one of the few organisations that operates a park and is also building rides for a worldwide competitive market. It's like we have a test field here so others can see if something would be suitable for their own park.

IP: I believe it has always been a dream of yours to open a second gate. What made you choose to do a waterpark for this?

RM: We have been talking to our clientele over the years and have asked them if they'd like to see a museum, a second ride park or a waterpark if we did a second gate. We finally decided to do an indoor

water world. We also have strong hotel capacity in the winter so it made sense to do this. It's more expensive than an outdoor waterpark but it makes the season longer too.

It had to be themed and a park that looked to our European philosophies, so not to pirates or other decorations like palms. The plantation in Rulantica is from the northern hemisphere and the storyline is locked to the new Krønasår hotel too. All that happens around the hotel and the waterpark is unique. Guests should feel they are in the European region when they come to Rulantica, in another world but a European world.

IP: What would you say is unique about Rulantica compared to other waterparks?

RM: The new waterpark at Universal in Florida is heavily themed, as are the Disney waterparks but I don't know of any other indoor water world that's so heavily themed. But the experience of the story also goes over to the museum hotel Krønasår and in the book about our new IP Snorri the story is explained and locked to Rulantica and the hotel (Europa-Park's latest ride Snorri Touren, situated within the Scandinavian themed area, tells the story of Rulantica).

IP: How do you think the new waterpark will impact on overall visitor numbers? Will it help to increase the short break market at Europa-Park?

RM: I hope we will fill the hotels all through the year now. We had some things going on after the park closed (in the evenings) and were then fully booked but we also had periods when it was a bit slow. But we can stabilise on visitors with the waterpark.

The hotels were full anyway without Rulantica so I think we have to build more hotel rooms. We have 45 hectares of land around the waterpark to use so we have the option to build two more hotels on site and will probably do so.

We estimate we'll have 600,000 people in Rulantica each year and it should help us grow overall visitor numbers to over six million as a resort. We already have 80 per cent bookings for the waterpark.

Combining both parks the idea is to make the average length of stay 1.8 nights.

The most important thing is that by having financial success we can keep the quality of personnel much



higher as we can offer year round places. It is easier to find people because of this and it will be a big issue in the coming years for parks.

We also have to learn every day with the new waterpark. We know the visitors but we don't know how long they will stay in Rulantica so we'll continue to develop the whole product as far as costs and length of stay are concerned by talking to visitors. It will be a different experience for us to the ride park. We also need to educate the guests to buy tickets online, something else that is new.

Personally speaking

Not a lot of people know this but I am very good at ... goalkeeping

The most interesting place I've ever been to is ... Rust

Family aside, the prized possession I value above all others is ... being able to make people really happy and bring them back again to the park

My favourite film is ... Night at the Park

When I'm not working I like to ... read and visit a quiet location in the Black Forest

The person who has influenced me most is ... my father

My favourite musician/band is ... The Beatles

If I could invite a celebrity to dinner it would be ... Paul McCartney

My biggest wish is ... to hand over the company to the next generation and many more in a successful state

To really chill out I ... go to the Black Forest

I really dislike ... people who don't tell the truth

The Six Flags roller coaster ride



Image courtesy Six Flags

RECENTLY, one of the stalwarts of our industry, Six Flags, has had several major blows that have resulted in the company experiencing the biggest one-day decline of its stock it has ever seen.

Six Flags received a "right cross" and "upper cut" when their Chinese partner, Riverside, gave notice that they were defaulting on their contracted payment obligations relative to the parks being developed by them with Six Flags. Their plans called for 11 parks to be developed throughout China during the next 10 years.

I have been working in China since 1983. Quite frankly, it comes as no shock whatsoever to see Six Flags and Riverside announce the slowdown and cancellation of the Chinese parks.

The Six Flags record for buying, developing and in general planning parks in Europe and Asia has not been stellar. In 1997, Six Flags purchased a group of parks in Europe from Walibi Family Parks. By 2004, it was necessary for the company to begin selling off the Walibi parks due to the growing debt it was encountering because of a flawed business plan that the then managers had put in place. Soon after, Six Flags would see two of its largest investors, Bill Gates' Cascade Investments, an 11 per cent owner, and Dan Snyder's Red Zone, which held 12 per cent, demand changes. This would see the demise of Six Flags under the Kieran Burke regime.

Years later, under new management (Jim Reid Anderson), the company would once again reach out to foreign locations to offer consulting and management services. Dubai, Vietnam and China were all touted as "hot prospects" for a Six Flags expansion. To date, none of those projects have ascended to the levels of promises made to their investors.

Six Flags had different and special arrangements with all of these various developers, resulting in fees that looked very promising for the company. Unfortunately, for many different reasons, none of these prophesised projects met By Dennis Speigel

Continuing his series of articles on the attractions industry, International Theme Park Services (ITPS) founder and CEO Dennis Speigel looks at recent attempts by Six Flags to expand in the global marketplace and how changes in different markets have impacted on these plans

the anticipated expectations put forth in Six Flags forecasts. With growth in our industry being so prolific, you ask yourself what happened to these markets and projects? Well, here are the "cliff notes," as we say.

Let's first look at China. To function in China, it helps immensely to know the history of park development in the country. Back in 1983, when I arrived in China to help promote and grow the industry, I was met with basically a non-existent industry. There were boring, non-kinetic parks operating that catered only to the local Chinese. They presented architecture featuring buildings from around the world — the Empire State Building, the Eiffel Tower, the Sydney Opera House, the Moscow Kremlin — all static, passive experiences (remember at that time there were no computers or ways for the Chinese to be exposed to outside cultures and experiences). These models in passive parks took them there!

I was shocked to learn the level, or lack thereof, for people to have fun. China has come a long way in the last 35 years and I was glad to play a role with the China Association of Amusement Parks and Attractions (CAAPA) as its preeminent advisor for the first seven years of its existence. I learned a lot about the country and they learned a lot about viability, safety, the proper development approach and utilising experienced and knowledgeable professionals to help them launch their industry. Nevertheless, as time progressed and real estate developers became involved with the theme park industry (this new and exciting form of public entertainment), emphasis shifted and real estate developers began using the theme park concept as a "loss leader" for their own internal sales of residential and commercial land.

The first endeavours of this type occurred in the early 2000s. Around 2005, the government caught on to what was happening with real estate companies using parks as "hooks" for property sales and they put a moratorium on theme park development for about seven years. It was not

until almost 2010 that the government loosened the reigns and allowed developers to start utilising theme parks once again as promotional opportunities for their residential and commercial sales. That was short lived, however, and the market began to see push back by the Chinese government about two and half years ago.

Basically, another moratorium was put in place and any educated person in theme park development in China could see what was going to happen to the many projects being planned by the real estate companies. Stoppage began and continues to this moment. Six Flags was, and still is, caught up in this continuing on/off cycle for theme park development in China. Being in the middle of this fray, one had to be blind to not see what was coming. Certainly, the demise of The Wanda Group in the Greenfield theme park development market was a clear signal of "coming attractions."

The Middle East, also a hotspot for theme park development, got caught up in an intellectual property frenzy of companies gobbling up management and character IP in the mid-2000s. A market which was totally underserved in theme parks, and recreation in general, launched a plan to change Dubai into Orlando overnight. Companies were sought to consult, advise and manage new theme park projects which were being planned to all open at the same time!

But not enough infrastructure was in place to support these openings. Dubai Parks and Resorts have languished with their parks since opening. Too many, too much, too soon. Parks which were built to support 25,000 to 40,000 people a day were and have been entertaining a mere fraction of these numbers. With the exception of the periods of Ramadan and Eid, low attendance endures.

Six Flags was caught in the misread of this market as well. Their plan to develop a Six Flags Dubai was cut short by the overcrowded and over planned market. This too was a serious misstep by Six Flags; during the last four years, it has been easy to read what was going to happen in Dubai.

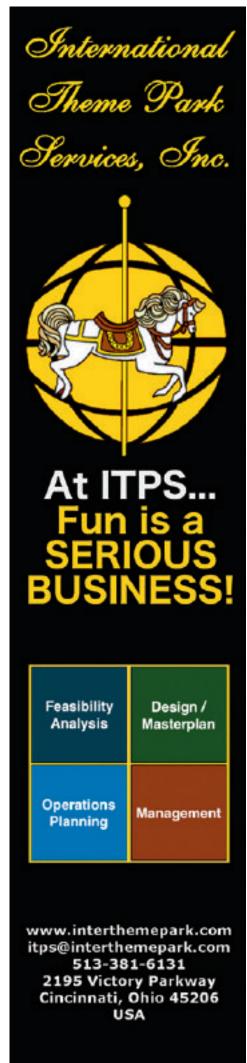
A similar non-starter situation happened to Six Flags in Vietnam, where the Navi Corporation entered into arrangements with the company to advise and manage a park it was planning, but this too fell apart shortly after being announced and payments were stopped. Someone had to do it. I do not blame Six Flags for providing the consulting and getting the fees. However, an understanding of the pond you are fishing in is important. Six Flags did not fully grasp the gravity of any of the markets. It was a short-term gain, with a long-time impact to both them and the markets with which they became involved.

Keep in mind that our industry is a mature industry. It is 65-years-old considering Disneyland opened in California in 1955. Most of the markets in which the Six Flags parks are located have maximised penetration levels. The most important thing Six Flags can now accomplish is maintaining and managing their attrition. Over 60 per cent of Six Flags' aggregate attendance comes on season passes. This is a lot of "eggs in one basket" and could be a problem for Six Flags should the season pass sales continue to slide downward as posted in the fourth quarter for 2019.

Six Flags is one of the industry's oldest leaders and has paved the way for many others who have entered the theme park industry. The company has gone through many owners and managers — some good, some bad. Nevertheless, it has withstood 58 years of ups and downs, suffice to say, the company will continue to endure even with some of the current problems it faces. They need to continue to explore outside opportunities in a manner that makes long term sense to their P&L and balance sheet. Short term involvements that have high risk of actually happening will continue to create long term trust issues with investors and stockholders. Short term gains that create a long term loss of confidence are bad judgment calls. All that glitters is not gold when it comes to international opportunities. Six Flags is on a roller coaster; let's watch to see how the ride continues!

Dennis Speigel is founder and CEO of International Theme Park Services (ITPS), based in Cincinnati, Ohio, USA. A past chairman of the International Association of Amusement Parks and Attractions (IAAPA), he has over 50 years of experience in the theme park and leisure industry. Since its inception in 1983 ITPS has worked on over 500 projects in 50 countries and is uniquely qualified to assist in all aspects of entertainment project development.





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DEAL set for Dubai in March



AMONG the key annual trade shows that take place during the year, DEAL in Dubai is clearly a significant player, catering in the main to the Middle East and Northern Africa (MENA) attractions and entertainment industry for over 25 years and attracting a host of local and international exhibitors and attendees.

This year's DEAL show takes place from March 23 to 25 at the Dubai World Trade Centre, UAE, and will once again feature over 300 exhibiting companies from approximately 40 countries. Both old and new participants will make up the trade show floor (in 2019 almost 23 per cent of exhibitors were first time attendees) and it is testament to the event's success that many of its long-standing partners have been part of the event for more than 20 years. Tourism continues to be one of the main focus areas for the GCC (Gulf Co-operation Council) countries and in observing the activity in the region related to attraction and entertainment venues there is clearly no let-up in the on-going development of such properties that has been witnessed in recent years. Theme parks, waterparks, family entertainment centres and many more, all of an internationally high standard continue to be proposed and developed as the leisure industry as a whole throughout the region creates what can only be described as one of the most impressive entertainment playgrounds for visitors to enjoy.

Over the years, DEAL has grown considerably, not just in actual exhibitor numbers but in the exhibit

space booked as well and each event provides the opportunity for participants to network and grow their presence in the region. The familiar wide range of products and services will again be on display in 2020 with exhibit categories including amusement rides, waterpark attractions, coinoperated amusements, games, virtual reality, bowling, costume characters, debit card systems, playground equipment, theming and design and many more.

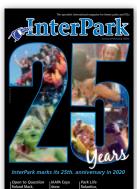
After last year's event, many exhibitors expressed their satisfaction at the outcome of the show and the opportunities it provides to connect with those in the region and further afield, with ProSlide's Rick Hunter, for example, commenting: "We are very fortunate to have been in the waterpark industry for over 30 years. Our position in this industry is all about innovation, which is why the DEAL show is very important to our company. Dubai is a great location to meet with people from the Middle East and it is the best avenue to showcase our products and services. We have worked with Disney, Wet n' Wild, Six Flags, Universal Studios, Atlantis, Yas Waterworld and so on, but right now we are making the Middle East a long-term focus. It is really a renewed time for the industry in the Middle East and activity here is starting to heat up."

For more information on this year's DEAL show contact the organisers, International Expo-Consults (IEC) on deal@iecdubai.com or visit www. dealmiddleeastshow.com

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Editor: Andrew Mellor Email: andrewfmellor@aol.com

Publisher: John Fosbrooke

News Editor: Gabrielle Picard-Whitehead Email: editor@interpark.co.uk

Contributors this issue:

Beth Whittaker, Dennis Speigel

Advertising Sales: John Fosbrooke Email: john@interpark.co.uk

Asian Sales & subscriptions: Lily Zhang Email: lily@interpark.co.uk

Circulation Manager: Becky Wang Email: subscriptions@interpark.co.uk

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Editorial information

Email: editorial@interpark.co.uk

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Advertising & subscription information

Tel: +44 1457 865500 Fax: +44 1618 840089 advertising@interpark.co.uk subscriptions@interpark.co.uk

Website: www.interpark.co.uk

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Colden Horse Technology Entertalisment Corp., Utd.

Add: No.5 Yanjiang East 3rd Road, Torch Development Zone,

Zhongshan, GD China Postcode:528437

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